Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1961 Advertising Publications, Inc.

November 27, 1961
Volume 32 • Number 48
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Doyle Dane, Schenley Split

Agency Reportedly Found Itself Incompatible with Management of Distiller

New York, Nov. 21—Doyle Dane Bernbach and Schenley Industries today announced they are parting company Dec. 31 "by mutual agreement." Despite the announcement, however, it was believed that Doyle Dane resigned the account, billing about $4,300,000, rather than continue an incompatible relationship with the Schenley management.

Schenley got the news about ten days ago. The company already had relieved Doyle of the CVA (Roma wine and Cresta Blanca) business a month ago, and was understood to have earmarked Geo. T. Stagg bourbon for Mogul Williams & Saylor. But Doyle Dane's sudden resignation of the whole account surprised Schenley, which is usually at the firing end.

■ Doyle Dane handled Schenley's top brands—Schenley Reserve and Ancient Age—as well as Schenley Champion, OFC, Sir John Schenley, Certified bourbon, vodka, gins, cordials and cocktails.

The agency has been on the Schenley roster seven years; when it started on the account, billings were $2,500,000. Original brands at the agency were Ancient Age, Old (now Geo. T.) Stagg, and James E. Pepper bourbons. Pepper subsequently was placed under the Melrose division and assigned to Mogul Williams.

■ Two years ago, Schenley took the other brands out of Batten, Barton, Durstine & Osborn and awarded them to Doyle Dane. The first 15 or 16 months after that were "a virtual honeymoon" for agency and client. Chairman Lewis S. Rosenstiel subsequently reassumed a more direct hand in advertising matters and the agency relationship became what the liquor industry called "the most volatile blend in the business—it could blow up any minute."

"It's the same old story—personality," said a onetime Schenley

(Continued on Page 110)

Ortho Drops Drive for Family Planning Following Protests

New York, Nov. 22—More than 40 protesting letters and a critical Catholic editorial have ended Ortho Pharmaceutical Corp.'s consumer drive for "family planning."

A division of Johnson & Johnson, Ortho is the nation's largest manufacturer of contraceptives. In September, it tried its first consumer advertising in a campaign which did not mention the product, but stressed the importance of consulting a doctor rather than friends and neighbors about "child spacing." The agency is L. W. Frohlich & Co.

The opening ad pictured a young woman talking across a picket fence with an older woman. The headline read: "Don't plan your family over the back fence." The copy pointed out that sound medical advice "will help you to raise healthy, happy, *wanted* children."

The ads ran in *Family Circle*, the Macfadden Women's Group and *Prescription Health*, and were set for six page insertions a year. After the ad appeared, *Family Circle* received over 60 letters—with over 20 letters praising the ads, and over 40 protesting, many of them mentioning religious reasons for their disapproval.

No letters were received by any of the other magazines.

■ Besides the ad, Ortho sent out a mailing piece telling doctors about the consumer push, and this brought in about 25 letters from doctors, about 15 in favor of the campaign and about 10 against, with most of the latter indicating they were Catholics.

The Catholic Church formally entered the picture when the Nov. 4 issue of *America*, the national Catholic weekly, carried an editorial, titled "Contraceptive Advertising." The editorial described the campaign, "as reported in the Oct. 16 Advertising Age," then commented:

"Since contraceptives are a very profitable item, the Johnson & Johnson advertisement, if successful, should call forth a host of imitators. In any event, it is highly significant. It indicates a willingness to risk public outcry from Catholics. It likewise manifests a

(Continued on Page 110)

CONCENTRATION—*Stouffer's is running color pages like this one in Time and Sunset Magazine to promote its line of seven frozen foods. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.*

Lincoln-Mercury to Launch 3-Media Push for Meteor

Detroit, Nov. 21—Lincoln-Mercury division will begin the second phase of the 1962 Mercury advertising campaign next week with the introduction Nov. 30 of the "new size" Mercury Meteor.

The Meteor, placed between the Comet and Monterey in both size and price, fills out Mercury's three-car line, and the advertising, from now on, will mention all three cars as part of the division's goal of boosting the Mercury as a full-line name.

At the beginning of the '62 model year, Mercury outlined its marketing objectives as increasing the awareness of Mercury and improving the consumer's attitude toward the name. The division

(Continued on Page 12)

The Electronic Crystal Ball . . .

Simulmatics to Tell Ad Results, Market Share

Prediction Technique Permits Simulation of Entire U.S. Market

New York, Nov. 22—A startling prediction that its work with human-behavior simulation and media data will enable advertisers or agencies to determine future media audiences and "the results of an advertising campaign" has been made by Simulmatics Corp., a young company made up of social scientists, mathematicians and computer authorities from eastern universities.

The Simulmatics prediction is based on more than one year of intensive data-gathering and computer programing, expected to jell into final form at the end of this year and to be offered to the advertising world in early spring.

Simulmatics has termed the project its "advertising media-mix technique." According to the company, the mix is designed to "enable advertisers, advertising agencies, or the media themselves to predict, in advance, with considerable reliability, the audience that will be reached by each part of an advertising schedule for tv, radio, magazines, newspapers and Sunday supplements."

Simulmatics said it is set up to estimate future shares of market and will "help manufacturers and advertising agencies answer such questions before they risk capital in a sales campaign."

■ The Simulmatics announcement represented a dramatic addition to news about mechanical brains invading the advertising field, notably the so-called "breakthrough" with linear programing recently disclosed by Batten, Barton, Durstine & Osborn, and which last week caused considerable talk among admen attending the east-

(Continued on Page 110)

Lockman Joins Helena Rubinstein as Key Ad Exec

Expanded Ads, Promotion Hinted in Move from Mogul to Cosmetics Maker

New York, Nov. 24—Richard Lockman has resigned as senior vp, general manager and a director of Mogul, Williams & Saylor to join Helena Rubinstein Inc. in a new key executive post where he will direct the company's advertising. The move is expected to come shortly after Jan. 1.

Richard Lockman

Mr. Lockman's appointment by Rubinstein, which spends about $5,000,000 annually on advertising, was believed to signify the start of an expanded ad-

(Continued on Page 110)

Cigar Institute to Mendelsohn From DCS&S

New York, Nov. 24—Cigar Institute of America has pulled out of Doherty, Clifford, Steers & Shenfield and named David J. Mendelsohn Agency to handle the account, as of January.

The institute is understood to have reported it was dissatisfied with getting "small-account treatment." However, the institute declined to comment. Cigar sources also indicated a possible conflict had occurred at DCS&S following its acquisition last March of part of the $1,200,000 U.S. Tobacco Co. business. DCS&S had handled the institute business since 1956.

While the institute reports its billings as around $300,000, agency sources put it somewhere between $185,000 and $200,000.

The institute began interviewing about a dozen agencies some two months ago, and whittled the list to include the following: Newmark, Posner & Mitchell; Mendelsohn; Hicks & Greist; Rockmore Co.; Fladell, Harris & Breitner.

Each was asked to prepare layouts, media lists, research and sales promotion material, which were presented in the past three weeks. #

$8,000,000 in Billings . . .

National Distillers Okays Takeover of Fertig by Lennen & Newell on Jan. 1

Fertig to Be Wine and Spirits Unit of L&N; National Was Sole Client

New York, Nov. 22—National Distillers Products Co. today okayed Lennen & Newell's takeover of Lawrence Fertig & Co., which handles some $8,000,000 worth of National billings.

Fertig will become the wine and spirits division of Lennen & Newell, headed by Philip Lukin as general manager and senior vp. Mr. Lukin is president of Fertig.

On the takeover date, Jan. 1, Lawrence Fertig, chairman of his agency, will take the title of consultant to Lennen & Newell. He will step out of active agency work to devote his time to writing his column on economic matters for Scripps-Howard Newspapers. He is also a trustee of New York University and of the Foundation for Economic Education. A close associate added that Mr. Fertig also intends to "keep up with his tennis."

■ National's role in approving the

(Continued on Page 109)

Last Minute News Flashes

Sudler & Hennessey Resigns Its New Philips Account

New York, Nov. 24—Sudler & Hennessey, which earlier this month was appointed to handle Philips Roxane Inc., Columbus, O., has resigned the account because of a "basic difference in marketing strategy." Philips Roxane, the pharmaceutical division of Philips Electronics & Pharmaceutical Industries, has done little advertising in the past, and had moved to Sudler & Hennessey from Johnson & Lanman for an expanded campaign to introduce several new ethical pharmaceuticals. The company will start making arrangements for naming another agency next week.

Du Pont Portion Shifts to Rumrill, Ayer from BBDO

New York, Nov. 24—Batten, Barton, Durstine & Osborn has "amicably resigned" about $1,000,000 of its business with E. I. du Pont de Nemours & Co. Rumrill Co., which already handles $1,000,000 worth of Du Pont's billings, will take over an $800,000 portion from BBDO—electrochemicals, industrial and biochemicals, and pigments. N. W. Ayer & Son, another Du Pont shop, reportedly has been assigned industrial and refinish products, estimated at about $200,000.

Lynn Baker Resigns Ambassador Scotch

New York, Nov. 24—Lynn Baker Inc. has resigned Quality Importers' Ambassador Scotch account, billing about $250,000. Quality Importers said it had already appointed a new agency, but declined to name it. Baker got 12 and 25-year-old Ambassador from W. B. Doner & Co. about 18 months ago, adding Ambassador Deluxe (also from Doner) last January.

(Additional News Flashes on Page 109)

Admen's Image Is Own Fault: Taylor

DALLAS, Nov. 21—Ad people themselves are to blame for the fact that "the yoke of public ridicule has moved from Wall Street to Madison Ave.," H. Lloyd Taylor, division manager in Du Pont Co.'s advertising department, in charge of advertising and promotion of film products, told a luncheon meeting of the Dallas Advertising League last week.

"How many of us here can say that he's never been a party to deceptive advertising; that he has never, at the very least, allowed advertising of one kind or another to go by him that encouraged favorable but untrue inferences about his product?" Mr. Taylor asked.

"And who among us has not been so mesmerized by the lyricism of a piece of copy, or the beauty of a layout, or the poetic tintinabulations of a musical commercial, that he has ignored the consumer's rightful desire to be told quickly and clearly—without a lot of meaningless guff—how the product will benefit him?"

■ Those who serve up artistic symbolism so abstract only the artist understands it, and those who shrug off the responsibility for a piece of art that is in questionable taste, simply because the client is willing to buy it, provide additional valid reasons why advertising is criticised, according to Mr. Taylor.

"Yet, we who have been caught in this sea of criticism are swimming for the shore with a very feeble stroke indeed," he declared. "First, we deny that we have been bad," he continued, then pass the buck and the onus on to "the little manufacturer" or "the irresponsible retailer" or "the overenthusiastic agency."

Management's skepticism of advertising stems from a number of things, he said. "We tend to recommend advertising as a palliative, if not a cure, for nearly every type of sales problem. We imply dire results from the failure to apply it.

"We suggest—without actually saying so—that only a few of God's mortals can ever be advertising people. So very few, we seem to be saying, have the sensitivity, the creativity, the empathy needed for the job! We behave badly, to say the least, when a mere mortal—not an advertising man—suggests a change in copy or layout. A budget cut, however soundly based, is an infringement of our personal rights. In short, we tend to think and act more like advertising men than like business men." #

Screen Actors Guild Exec Asks Talks on TV Filming Abroad

HOLLYWOOD, Nov. 22—Screen Actors Guild, perturbed over "increasing runaway American motion picture production in foreign countries," has called for "unemotional" discussion of the "threatened domestic catastrophe" by producers, guilds and unions.

John L. Dales, SAG national executive secretary, coupled the plea with a threat "to wage total war against a predicted move abroad by an increasing number of tv film makers, with the promise that the battle will be carried to the Congress, and the American people."

■ He called on feature motion picture producers to "cooperate intelligently for the good of our nation, its culture and its security, as well as for the preservation of our domestic film production industry." #

Muench to Push Chicken Sales in Japanese Market

CHICAGO, Nov. 22—C. Wendel Muench, partner of Presba-Muench here, will leave tomorrow for Tokyo, where he will create and direct an advertising campaign aimed at selling more U.S. poultry products to the Japanese people.

The ad campaign will be sponsored jointly by the U.S. Department of Agriculture, the Institute of American Poultry Industries and the National Poultry Assn. of Japan. Initial expenditures are expected to reach about $150,000, according to Mr. Muench.

The veteran Chicago adman told ADVERTISING AGE that he expects to spend from four to six weeks in Japan. Mr. Muench said he will be in charge of creating ads, selecting media and hiring Japanese agencies to place the ads.

■ The Japanese now eat less than 8 oz. of poultry per person per year, in contrast with American consumption of more than 34 lbs. per year. An estimated 70% of the Japanese diet is fish.

A similar program was initiated in Europe several years ago. West Germany, Switzerland and The Netherlands are among the largest consumers of U.S. poultry products, exports of which amounted to nearly 180,000,000 lbs. last year.

American Motors Boosts 3 Following Abernethy Promotion

American Motors Corp., Detroit, has announced a series of promotions following the appointment of Roy Abernethy to the No. 2 corporation post of general manager. Virgil A. Boyd has been elected vp in charge of automotive sales, taking over part of the duties formerly handled by Mr. Abernethy, who is now exec vp and general manager of the corporation. George Romney, president and board chairman of AMC, formerly held the title of general manager. Mr. Abernethy formerly was exec vp in charge of marketing and distribution for both Rambler and Kelvinator.

In other moves, Fred Adams, director of marketing for the automotive division, assumes additional duties in supervision of the marketing analysis and product information departments. Mr. Adams also is in charge of automotive advertising and merchandising. Mr. Boyd formerly was director of automotive sales operations. His post is taken by Thomas A. Coupe, former eastern sales manager, whose new title is automotive sales manager.

Allebaugh Broyles Davis

REORGANIZATION—*Standing before its enlarged Denver quarters, executives of the former Galen E. Broyles Co. discuss the agency's new name—Broyles, Allebaugh & Davis. Galen E. Broyles, chairman of the board, and Frank I. Allebaugh, president, reported the agency, which now employs 27 people, is billing at the rate of $2,000,000 annually. Claude E. Davis, former vp, has been promoted to exec vp.*

Telemeter Broadens Canada Pay TV Test

TORONTO, Nov. 22—International Telemeter Co. will expand its pay tv test here to include an additional 1,000 subscribers by early 1962.

Construction will begin soon on new cable facilities to the Mimico-New Toronto section, an area adjacent to Etobicoke, where the pay test has been in operation for almost two years. This will bring the number of subscribers to about 6,300. Of the original group of 5,800 subscribers, some have moved away, while others have had their pay tv boxes removed because they weren't spending enough. Usually, if a subscriber consistently spent less than about 75¢ per week, his unit would be removed, Telemeter explained.

■ New wrinkle in the expansion is that people in the Mimico-New Toronto section are being asked to pay a $15 annual service charge. (Subscribers in Etobicoke paid only an initial $5 installation fee and no annual charge for maintenance.)

About 50% of those queried to date (approximately 250 homes) have signed contracts agreeing to the service charge, according to Telemeter.

■ Telemeter's move to start a pay tv test in Little Rock, Ark., has been held up by local theater groups, which have appealed a three-man public service commission's approval of the system. A hearing on the appeal was held last week, and a decision is expected some time next week. #

Westinghouse VP Sees 5% Sales Gain in Major Appliances

COLUMBUS, O., Nov. 21—Westinghouse Corp.'s major appliance division is cautiously optimistic about next year's prospects.

"It is quite likely," John W. Craig, vp and division general manager, ventured today, "that major appliances industry sales in 1962 will increase approximately 5% above 1961."

If so, it will be the industry's first consecutive two-year rise since 1956, Mr. Craig noted. He also foresees appliance prices firming up and "becoming more realistic," and projects a gain for the industry in its share of consumer discretionary spending. #

WOL Plans Suit Against Washington Senators

Station WOL, Washington, has warned it expects to file suit against the Washington Senators on charges that the team's owners are preventing the station from renewing its contract to broadcast Baltimore Orioles games in Washington. WOL's president, Henry Rau, claims the Orioles games have brought his station $50,000 in revenues annually during the past two years. He said the Orioles are willing to continue on WOL "if the Senators will withdraw their objections."

Gen. Elwood (Pete) Quesada, president of the Senators, told the *Washington Post*, "We don't have anything to do with the broadcasting of Baltimore's games."

California Agency Group Hits Licensing Backs Self Regulatio

SAN FRANCISCO, Nov. 22—Se regulation, rather than licensin is the only "sound and reasonabl method of reducing or eliminati the ills laid at the door of adve tising.

This was the conclusion reache here today by a meeting of mem bers of the Northern Californi Advertising Agencies Assn. calle to discuss the question: "Resolve that advertising agencies shoul not be licensed."

Presided over by Bernard B Schnitzer, who heads his ow agency here, members first hear from John O'Rourke, of John O'Rourke Advertising, and Te Segall, of Theodore H. Segall Advertising.

Mr. O'Rourke, who declared himself "unalterably opposed t any form of advertising licensing," also said that he is "tired of hearing this business called a profession."

■ "This is not a profession," Mr. O'Rourke said. "It is a business . . . a good business to be in, and I am proud to be a part of it. But it is not a profession and never will be, regardless of how loud or long people may talk of it as such."

Mr. O'Rourke said that much of his opposition to licensing is based on "such simple but complex questions as who will be our examiners and what standards will be applied. There is no universal agreement in this business, even on such a subject as agency compensation."

Mr. Segall agreed with Mr. O'Rourke that "these are the most vulnerable points of those who propose licensing. Advertising must, however, face its problems rather than simply emulate the ostrich."

■ In reply to comment from the floor, Mr. Segall asked, "Whom will licensing protect? And what evils will licensing eliminate?

"This business can control and eliminate its own bad practices," Mr. Segall asserted, "and can thus by its own self policing protect both its clients and the general public. We all should know that it is absolutely impossible to legislate integrity. We have to have it built into the business."

Mr. Segall did urge that "somehow . . . somewhere . . . someone should start a continuing study to determine how this entire problem can best be handled."

■ The chapter, which now numbers 19 of Northern California's smaller agencies as its members, devoted today's meeting to licensing as the result of turmoil in other parts of California over the subject, boosted in large measure by William C. Chambliss, a retired admiral and now director of corporate communications at Los Angeles for Space Technology Laboratories.

Mr. Chambliss has indicated he is working closely with a California state assemblyman, Charles Chapel, in preparing basic material to be studied by the state legislature for possible enactment of licensing legislation.

Leonard Gross, a member of the Northern California chapter and head of Gross & Roberts Advertising here, suggested humorously that the group "launch a movement for the licensing of ex-admirals." #

Young Joins Showcase

Arthur H. Young, formerly creative supervisor of Ralf Shockey & Associates, has joined Shopping Center Showcase, New York, as vp and merchandising director.

Highlights of This Week's Issue

Japan is a good market for American goods, but you need advertising to market successfully in that country, says Hichinosuke Yoshioka, vp and manager of the New York office of Dentsu .... Page 4

Public stock issue would be feasible only for the largest agencies, according to Norman Fields, agency financial consultant, who says the real problem is decent pay for planning service ..Page 4

Advertisers pay too great a share of the cost of publishing magazines, Patrick H. Gorman, director of advertising of Jos. Schlitz Brewing Co., tells Chicago Agate Club .... Page 6

Upjohn Co.'s advertising campaign for Unicap vitamins will be via radio and television, marking the company's debut in the broadcast media .... Page 6

Educators who "snipe" at advertising are target of T. S. Repplier, president of the Advertising Council .... Page 8

Giant Food Chains Inc. is guilty of false price comparisons in newspaper ads, rules a Federal Trade Commission hearing examiner .... Page 20

Liquor advertising on radio and television is inevitable, according to Earl H. Tiffany Jr., vp of Ellington & Co. Page 26

Abbott Labs' vp and general counsel, Paul Garden, accuses FTC Chairman Paul Rand Dixon of making misleading references to advertising for Oretic .... Page 33

Creative talent is available, but management must know how to ferret out and cultivate it, says consultant Nat Danar .... Page 44

Benton & Bowles finds rewards in saying thank you to stations for carrying its programs .... Page 57

International Advertisers should drop national campaigns in favor of a single theme, in the opinion of Eric Elinder, president of Wilh. Andersson Advertising Agency, Stockholm .... Page 91

Big agencies must operate like big business in order to maintain or improve profits, says financial consultant Ira Rubel .... Page 102

Bureau of Advertising says 37% of U. S. and Canadian retailers expect to spend more for Christmas advertising this year, while some 55% will keep outlays about the same as 1960 .... Page 104

Grey Advertising says increasing number of "gimmicks" in newspaper rates may endanger the entire rate structure .... Page 108

J. Walter Thompson Ltd., London, merges its art, copy and television groups into a single creative department ....Page 115

Admen use empathy on the clients but not on the consumers, according to Dietz Leonhard, marketing research director of George Fry & Associates ....Page 116

The story of Alfred W. Erickson (the second half of McCann-Erickson), whose Rembrandt sold for a record $2,300,000, is told by John McCarthy, a former associate .... Page 117

FIGURES TO FILE

Nielsen Network TV .... Page 44
Farm Publication Linage Page 71
TvQ's Top Ten .... Page 72
Association Ad Expenditures .... Page 100
Network Radio's Top Advertisers .... Page 104

REGULAR FEATURES

Advertisers in This Issue 116
Advertising Market Place 114
Agencies Ask Us 99
Along the Media Path 84
Coming Conventions 38
Creative Man's Corner 96
Editorials 16
Farm Publication Linage 71
Getting Personal 22
Information for Advertisers 46
Obituaries 12, 100, 110, 113
On the Merchandising Front 96
On the Packaging Front 99
Photographic Review 88
Production Tips 99
Rough Proofs 16
This Week in Washington .... 1[illegible]
Voice of the Advertiser 106
What They're Saying 16

Pillsbury Ads in Business Papers Push CMS Service

MINNEAPOLIS, Nov. 21—"CMS helped us open with a bang!" says the headline in a b&w spread which Pillsbury Co. will run in trade publications next month to remind grocers of its new Creative Merchandising Service.

The spread will appear in December issues of *Chain Store Age*, *NARGUS Bulletin* and *Progressive Grocer*.

It presents a testimonial by Joe Ondrusek, of Beaver, Pa., who describes how Pillsbury ideas sparked the grand opening of Ondrusek Bros. supermarket.

▪ Still in its first year, CMS goes beyond promotion allowances and unselfish storewides that food manufacturers usually use to induce merchandising of their wares at point of sale.

CMS places at the disposal of the Pillsbury customer what amounts to his own merchandising and advertising agency.

It is a program designed to help the retailer make better profits from his over-all merchandising efforts—and at the same time secure greater sales of Pillsbury products.

"We wanted a more efficient way to spend our merchandising dollars which at the same time would appeal to the grocery trade," said Jim Marsalis, sales promotion manager of the Pillsbury grocery products division. "From our experience thus far, I believe CMS is achieving these goals."

▪ Operations are coordinated by the CMS team consisting of Mr. Marsalis, his staff assistants, Pillsbury's own art department, writers and other personnel at the Minneapolis headquarters.

This unit can draw upon creative talent elsewhere in the company, the Campbell-Mithun and Leo Burnett agencies, or any of Pillsbury's point of sale suppliers.

Services include help in preparing newspaper, radio or tv advertising, displays, storewide promotions, special events or image building.

The customer pays, not with money but by merchandising an agreed upon quantity of Pillsbury products which have been assigned point values.

▪ Points pay for materials supplied by CMS. A newspaper ad mat, for example, might cost 7,200 points, an outdoor billboard 2,000 points per showing, or in-store murals 1,200 points each.

In practice, Mr. Marsalis said, the customer submits a formal request for creative services, indicating the nature of the problem and the materials needed. The CMS staff then works out a proposal and the point cost of materials. If the plan is accepted by the customer, a standard contract is signed and production gets under way.

"In many cases everything can be worked out by mail," Mr. Marsalis said.

The first ads announcing CMS appeared in grocery trade journals last March. By June, the program was well under way.

▪ Among the early efforts was a storewide salute to a professional football team on the West Coast, a Civil War Centennial promotion for a southern outlet, a western roundup, and a "Mid-America product days" event.

Perhaps the strangest request came from a customer who wanted a big tree for an autumn promotion.

"We made one out of corrugated paper, spray painted it and glued on each leaf by hand," Mr. Marsalis chuckled. "The finished product stood 11 feet high and had a spread of 8 or 9 feet."

Pillsbury's many contacts with creative talent made it possible to quickly produce a distinctive jingle another customer wanted for a radio commercial.

▪ Mr. Marsalis said the CMS workload has now leveled off at about 200 promotions in various stages of development. "For every 10 completions, we are finding 10 to 15 new requests in the hopper," he said.

Pillsbury encourages customers to use CMS for promotions and events for which suitable aids and materials are not available from stock supply sources.

"We also suggest that the retailer think in terms of continuity of purpose, of the image he wishes to create for the store in the minds of his customer," Mr. Marsalis said. "To avoid scattering promotion efforts, we recommend use of CMS in staging two to four coordinated major events a year, supplemented by the seasonal and standard promotions for which materials are readily available." #

Housewife Won't Read All Details on Package: Dickens

CHICAGO, Nov. 21—Package designer Robert Sidney Dickens today championed the embattled food industry against recent government charges of deceptive packaging. (*For other news of the grocery industry striking back, see Page 60.*)

Speaking before the Chicago chapter, Public Relations Society of America, Mr. Dickens said, "The modern housewife has a choice of 8,000 items and she wants to spend the minimum time in a supermarket. Actually, she allows about four seconds of scanning time per package face, to read the entire label.

"We have learned the hard way, through experience, [that] the average housewife will not take the time to read all the details and information when you give them to her."

Food manufacturers' existence hangs on shoppers' good will, he pointed out, and thus they "cannot afford to use deceptive practices on their packages.

"It is undoubtedly true that there is some tricky or deceptive packaging going on," he conceded. "If you want to make a 'federal case,' you can delve into 8,000 of anything and detect some shenanigans." #

New Aluminum Engine Focuses Attention on Major Point of Basic Agreement in Automobile Industry
Reynolds Aluminum
we ran this ad
a million
aluminum engines ago!
Reynolds Aluminum

PREMATURE BABY—*Zooming auto production forced Clinton E. Frank Co.'s production department to step lively to get this spread for Reynolds Aluminum Co. in the Nov. 27 Automotive News. Originally, this ad, hailing production of the 1,000,000th aluminum engine since Corvair introduced them two years ago, was set for mid-December. But news from Detroit that the mark would be reached about Nov. 27 forced the agency to fly the plates and proofs from its Chicago office to Detroit by company plane.*

Ads Aid Yule Spirit, Writes Luce in 'McCall's'

NEW YORK, Nov. 21—Those who say advertising has diluted the genuine Christmas spirit got a ladylike rap on the knuckles this month from Clare Booth Luce, former U.S. congresswoman and ambassador.

Writing in the November *McCall's*, Mrs. Luce said, "I cannot recall a Yuletide advertisement that did not emphasize giving rather than getting. At Christmastime, advertising undergoes a remarkable change, for it emphasizes what you might give to children, friends, relatives, colleagues that would make them happier."

To those who asked, "But don't business and advertising influence us to give more importance to the material aspect of Christmas than to the spiritual?" Mrs. Luce replied: "It is their function to sell material things. It is the task of the church and school to teach us ethical and spiritual values.

"If they have failed us, or we them, this can hardly be blamed on business or advertising. We are free individuals. What prevents us from buying toys for that orphanage we pass every day?"

▪ But, she added, "Eleven months of the year, business and advertising say: 'Buy.' The 12th month they say: 'Buy and give.' So far, they haven't told us to whom to give or whom we should not forget. Perhaps they should! If, at Christmas, shops advertised and displayed toys, clothing, foods, household articles needed in orphanages, old people's homes, hospitals, prisons, missions, there might be much more giving—in the true Christmas spirit."

Mrs. Luce concluded, however, that "the absence of the Christmas spirit cannot be blamed entirely on today's merry merchants. Indeed, business and advertising may be helping keep it [the spirit] alive in the West and spreading it around the world." #

Times-Mirror Co. Acquires Orange Coast Publishing

Times-Mirror Co., Los Angeles, has acquired Orange Coast Publishing Co., publisher of community newspapers in the Orange County coastal region near Los Angeles. The Orange Coast Co. operation will be operated as a Times-Mirror subsidiary under the direction of Walter Burroughs, president and publisher.

Advertisers Find Contests Help Them Fight Sales Headaches 14 Ways

Current Wave Seen as Effort to Needle Public, Meet Year-End Goals

By Phyllis Johnson

NEW YORK, Nov. 21—With the greatest contest binge in history on this fall, consumers have a chance to win almost everything but the client's wife.

Some observers say contests are running 15% ahead of last year; others say slightly less. Why this renewed reliance on such an old war horse as a contest? The reason seems to be that sales have not bounced back from the recession as readily as companies had forecast. In a last-quarter effort to meet sales goals, many companies have turned to the tried-and-true contest, which usually can be guaranteed to hypo sales—quickly.

From Out of the Blue
a Whole New Way of Life for You!
new
New FAB $253,000 Giveaway!
WIN
VOID

2,057 PRIZES—*Colgate-Palmolive is heralding its "new" Fab with a contest offering a $50,000 home, six mobile homes, 25 mink jackets, 60 diamond ring sets, 150 movie outfits, 600 watches and 1,200 bottles of perfume. Ted Bates & Co. is the agency.*

As one agency president said, "There's a real hard-boiled wave of advertising now. Everyone's afraid to try anything daring or even slightly different. It's the nuts-and-bolts ad that wins, and the fresh, untried idea meets more resistance than ever."

▪ One copywriter's complaint: "We can't do anything different any more. More and more clients want to do something safe. They're afraid to go out on a limb with a creative campaign—the very type of advertising that built up their sales before.

Whether or not company sales sprint forward this fall, one thing

(Continued on Page 66)

Savings & Loan Ads Up 15% in '61; Hit $105,000,000

CHICAGO, Nov. 21—U.S. savings and loan associations will invest $105,000,000 in advertising in 1961, according to a new survey conducted by the U.S. Savings & Loan League. The same savings and loan companies spent $91,000,000 for ads last year.

The new ad study was unveiled at the 69th annual convention of the U.S. Savings & Loan League, which closed here today after a four-day stint.

The survey, which was conducted among 278 savings and loan companies of all sizes throughout the U.S., disclosed that nearly 40% estimated that ad expenditures in 1961 will amount to from 3% to 4% of gross operation income, and that 11% predicted that advertising would amount to from 5% to 6% of gross operating income.

Reporting companies predicted that ad expenditures during 1962 would be about the same as this year; more than half stated that more than 3% of their gross operating income will go into advertising.

▪ Following are some of the other highlights of the study:

- The average budget for a savings and loan for 1962 will be $64,677, as compared with $60,230 for 1960, and $44,204 for 1958.
- Ad expenditures in 1962 will amount to 13.1% of total operating expense, as compared with 13.7% for 1961.
- Associations this year will spend 37.6% of their ad dollars in newspapers, 15% in radio, 12.6% in television, 9% in direct mail, 5.8% in outdoor, 1.3% in business publications, and 18.7% in all other media.
- During 1962, savings and loan companies will devote 67.3% of their advertising to savings promotion, 11.5% for institutional, 9.4% for loan promotion, 6.7% for special events, and 5.1% for public relations.
- A total of 64.4% of the companies represented in the survey employed advertising agencies. The study showed, however, that the larger savings and loans were more likely to have agencies than smaller ones. Only 7.7% of the companies with assets of less than $2,000,000 had agencies. All in the $75,000,000-$100,000,000 bracket retained agencies.
- More than half of the companies surveyed (56.5%) reported the use of premiums this year. Of the 157 associations which reported in this category, 29 said premiums were used for grand openings, 19 for anniversary celebrations, and 109 for "other" occasions.

▪ William K. Divers, president of the Savings & Loan Foundation, told the convention that the foundation will invest $2,000,000 in national advertising in 1962 to promote thrift and home ownership. The foundation spent a like amount for ads this year.

The foundation's print campaign will run in publications including *Business Week*, *Life*, *Look*, *Nation's Business*, *Newsweek*, *Reader's Digest*, *Reporter*, *The Saturday Evening Post*, *Time*, *U.S. News & World Report*, and *Wall Street Journal*.

The foundation will sponsor several special shows on NBC-TV, and also the first half of the East-West football game Dec. 30, for the fourth consecutive year. The foundation also will run ads in *Senior Scholastic* to educate high school students in the values of thrift and the necessity for savings.

McCann-Erickson, New York, is the foundation's agency. #

Bombino Publicidad Formed

Bombino Publicidad Inc., a new agency in Puerto Rico, has been formed with offices at Ave. Condado 609, Oficina 408, Santurce, P.R. President is Jorge A. Bombino, for the past 11 years senior partner in Bombino & Sendra Advertising Agency, Havana, Cuba. He was president of the Cuban Professional Advertising Assn. as well as of the National Cuban Advertising Agencies Assn.

Japan Is Eager for U.S. Goods, Dentsu Reports

New York, Nov. 21—The 94,000,000 people of Japan will spend about 5% of their $43 billion gross national product for American imports this year. They have Americanized to the point where instant rice is one of the many quick-service foods that recently took the country by storm, and they constitute a tremendous potential market for more American goods.

It would be impossible to enter Japanese markets successfully today without advertising. In the past 14 years, total Japanese advertising has grown from $3,500,000 to more than $500,000,000, with nearly $200,000,000 spent in newspapers.

Hichinosuke Yoshioka, vp and manager of the New York office of Dentsu Advertising, Japan's largest agency, made these points in a talk before the international marketing group of the American Marketing Assn. last week.

He added, hopefully, that in order to compete successfully "you must consider the selection of a Japanese agency directly in conjunction with an American advertising agency."

■ While there are several hundred agencies in Japan—close to 100% substantial shops and a dozen or so with staffs of 300 and billings over $20,000,000—Dentsu is in a class of its own. It is said to bill more than 30% of the country's advertising dollars; it has 5,000 accounts (some as small as $10 annually) and loses money on about 2,000 of its accounts.

But Mr. Yoshioka said Dentsu will never turn down an account, because it appreciates the sense of prestige advertisers feel in being associated with the country's largest agency and, besides, "you never know" when one will grow into a substantial advertiser.

In addition to a population growth of better than 1,000,000 people annually and more than a 200% increase in the gross national product since 1952 (with over 10% growth expected in 1961 alone), there has been an 8% annual increase in spendable income since 1956, a significant "leisure" boom and a growing interest in things American, Mr. Yoshioka reported.

"In fact, we say in Tokyo that what is fashionable in New York hits Tokyo next, then returns to Los Angeles, Chicago, and the other American cities," he said.

■ On his most recent trip to the Far East, Mr. Yoshioka said, he could "physically feel" the growing wealth and prosperity of Japan.

An accelerating import decontrol program—90% in one year and a complete lifting within two years—will open the country for "more and more American products and services," he said. #

Debate Over Public Ownership Academic . . .

Real Agency Problem Is Decent Pay for Planning Service, Says Fields

Maybe Clients Should Pay Separately for Planning, Accounting Expert Holds

Chicago, Nov. 22—The question of whether advertising agencies should "go public" and make their stock available to general investors on the open market is an intriguing but relatively unimportant one, Norman Fields, partner in the CPA firm of Fields & Fields, Chicago and San Francisco, asserted today.

Norman Fields

Mr. Fields, whose firm specializes in advertising agency accounting and operations, and who conducted the third annual workshop on advertising agency administration and financial accounting for Advertising Age Oct. 30-31, said the public financing of advertising agencies is academic for all but three or four of the largest.

■ "An ordinary small or medium-size agency would have a devil of a time selling stock to the public," he said. "The business is too risky and too uncertain. Only a tiny handful of the biggest agencies could do it, and one or two will probably take the plunge. But I agree with Ken Laird's talk at the workshop—such a move might have bad long-term effects."

The real problem facing agencies is not whether they should sell stock to the public, Mr. Fields asserted, but how agencies can de-

(Continued on Page 82)

Adwomen Name Mrs. Utley Chicago's Woman of Distinction

Mrs. Frayn Utley, director of the midwestern office of the Institute of International Education, has been named Chicago's 1961 Woman of Distinction by the Women's Advertising Club of Chicago. Mrs. Utley, who also has been a radio and tv news and foreign affairs commentator, is the wife of Clifton Utley, Chicago columnist and broadcaster.

Mrs. Frayn Utley

The award is presented annually by the Chicago adclub to a woman chosen by a panel of judges as outstanding in her profession. Mercedes Guyette, advertising manager, Replogle Globes, was chairman of the award committee.

Sero Names Ettinger

Sero of New Haven, New Haven, Conn., manufacturer of men's shirts, has named Ettinger Advertising Agency, New York, to handle its account.

A ONE-IN-A-MILLION TEST MARKET

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
ARK
S C
MISS
LA
ALA
GA
FLA

In the Top 20 in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top markets—ahead of Charlotte, Jacksonville, Norfolk, Nashville and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1961 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine

This Week
MAGAZINE
43 GREAT
Staley's
Sta-Puf
FABRIC SOFTENER
RINSE
for softer fluffier washables

FROM DIAPERS TO DUNGAREES

Sta-Puf' Rinse softens fabrics for more comfort

Feel the difference in softer diapers Sta-Puf helps prevent diaper rash due to chafing and irritation.

Feel the difference in smoother fabrics, eliminate much ironing ... Sta-Puf lets you fold away dungarees, corduroys, and T-shirts without ironing. Dad's work clothes iron in half the time. Drip-dry fabrics dry smoother, need fewer touch-ups.

Feel the difference in softer woolens softer, fluffier towels and textured things.

Sold at grocer's in all 50 States and Canada. Full 32-ounce and 64-ounce half gallon size.

P.S. *For faster starching, use Sta-Flo® Liquid Laundry Starch.*

A. E. Staley Mfg. Co., Decatur, Illinois

4,704,000* women noted this ad

36%

of all the women in THIS WEEK's audience

* more than twice the number produced by the same ad in a leading monthly magazine

Source: Daniel Starch & Staff.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION MORE THAN 14,100,000

This Week
MAGAZINE

Readers Should Pay More, Gorman Tells Magazines

Schlitz Exec Hits Price Cutting, Says Advertising Cost Share Is Too High

CHICAGO, Nov. 21—The advertising director of the nation's second largest-selling brewer today joined the critics who complain that advertisers are footing too large a share of magazines' publishing bills.

It's time publishers considered making the consumer pay a larger share, Patrick H. Gorman, director of advertising, Jos. Schlitz Brewing Co., told the Agate Club of Chicago.

"Certainly, publishing houses are fighting a declining profit picture," Mr. Gorman said. "But the advertiser on whom the publisher depends is having an ever-increasing squeeze put on his dollar and is paying a disproportionate part of the total for the product the publisher sells to his customer."

He urged that "publishers give serious consideration to the proposition that the public pay a bigger share of the cost of manufacturing and distributing magazines."

■ The speaker cited a study made by Leo Burnett Co., Schlitz's agency, showing that 40 major publications were offering cut-rate subscriptions through Publishers' Clearing House (AA, Oct. 9).

In fact, he said, "in the first six months of this year, 54% of the circulation of eight of the country's major magazines was sold at reduced prices."

Cut rate subscriptions are "ostensibly . . . a sampling program" like that used in the food and other retailing fields, he said.

"The simple fact is that the renewals are, more often than not, secured through additional 'special renewal offers' and not at the regular subscription price or anywhere near it.

"The goal appears to be to keep the subscriber on the hook at any price—he must be held to be counted as one of those valuable numbers."

Mr. Gorman challenged magazines to prove the "vitality" of their books by revealing the percentage of initial cut-rate subscribers who renew and whether they renew at a new cut rate or at the regular subscription rate.

"If the public really wants your publication—if magazines are the vital communications medium your industry claims them to be—then the public *will* be willing to pay more," he said.

"If they *don't*, then you will have learned something—and so will the advertiser."

Mr. Gorman quoted a promotion message from the advertising sales director of a leading U.S. magazine, whose readers paid $40,000,000 for what the magazine called "the privilege of reading it."

■ "Privilege, indeed!" Mr. Gorman said. "A quick check reveals that the advertising revenue of this publication last year was $138,000,000. In short, the advertisers paid three and one-half times what the subscribers paid."

Paraphrasing Gelett Burgess' verse, Mr. Gorman said, "I've never seen a poor or starving publisher.

"You manufacture a product," he said, "you sell it to your customer at a price less than it costs you to make it; a third party picks up the difference, and you make a profit." #

Why we've had to turn down orders for pen tops
The remarkable Parker 61

BADGE—*Parker Pen Co., Janesville, Wis., uses three approaches in its Christmas ads. One approach, as above, draws on Parker history. Other approaches play up product features and Parker pens as gifts. Leo Burnett Co. is the agency.*

Upjohn Sets Consumer Drive for Its Unicaps

KALAMAZOO, Nov. 21—Upjohn Co. will break into radio and television advertising for the first time in its history after the first of the year, following a radio test conducted in Denver about four months ago.

A report carried in the Jan. 2 1961, issue of ADVERTISING AGE that Upjohn planned to embark on a consumer campaign for Unicap vitamins was later denied by the company (AA, Jan. 16). At that time, the company did say that it was merely considering the idea of consumer advertising for the vitamins and had appointed the McCann-Marschalk division of McCann-Erickson to "explore this area further."

■ Unicap multiple vitamins will be promoted in participations on NBC-TV's "Saturday Night at the Movies" and on its daytimers "Say When," "Concentration," "Jan Murray Show" and "Loretta Young Show" from Jan. 6 through the end of February. During the same period, 30-second commercials will be run on NBC Radio's "Monitor."

Commercials will highlight a special offer in which purchasers of each bottle of 100 Unicaps will receive a bottle of 24 capsules free. This special was first offered in the Denver test.

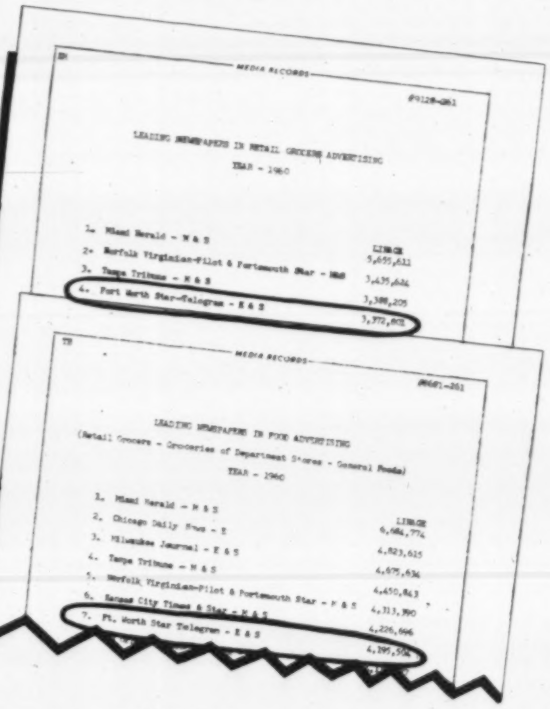
A print test for the vitamins was made last summer through special arrangements with three magazines. Ads were run in *Life* June 16 and 30, July 14 and 28, and Aug. 11 and in *Look* July 4 and 18, and Aug. 1, 15 and 29—in Connecticut and Ohio only. In the *Ladies' Home Journal*, Unicaps were promoted in Connecticut in July, in Ohio in August, and in both states in September.

■ The broadcast schedule will be backed with extensive point of purchase materials. Drug stores will be supplied with color banners, display baskets, shelf talkers, jumble bin backer cards and floor stands simulating the Unicap package. #

FORT WORTH STAR-TELEGRAM

4th IN THE NATION IN RETAIL FOOD LINAGE

7th in the nation in TOTAL FOOD LINAGE, including retail grocers — groceries of department stores — general foods — according to Media Records for 1960.



MEDIA RECORDS

LEADING NEWSPAPERS IN RETAIL GROCERS ADVERTISING
YEAR - 1960

LINAGE
1. Miami Herald - M & S 5,655,611
2. Norfolk Virginian-Pilot & Portsmouth Star - M&S 3,435,626
3. Tampa Tribune - M & S 3,388,205
4. Fort Worth Star-Telegram - E & S 3,372,802

MEDIA RECORDS

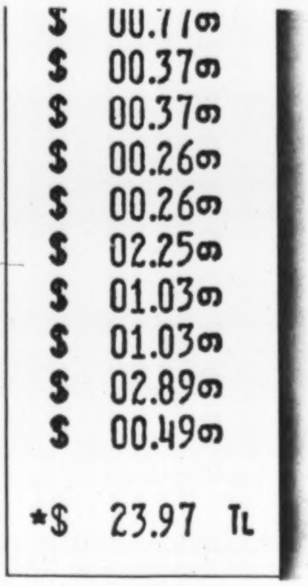
LEADING NEWSPAPERS IN FOOD ADVERTISING
(Retail Grocers - Groceries of Department Stores - General Foods)
YEAR - 1960

LINAGE
1. Miami Herald - M & S 6,684,774
2. Chicago Daily News - E 4,823,615
3. Milwaukee Journal - E & S 4,675,636
4. Tampa Tribune - M & S 4,450,843
5. Norfolk Virginian-Pilot & Portsmouth Star - M & S 4,313,390
6. Kansas City Times & Star - M & S 4,226,666
7. Ft. Worth Star Telegram - E & S 4,195,504

The reason for the Star-Telegram leadership in this category? It's this: Food advertisers are aware of the Star-Telegram's concentrated coverage of Metro Fort Worth and the great 100-county Fort Worth Market . . . where 23.6% of ALL Texas food business is done.

Sources: Media Records, Sales Management

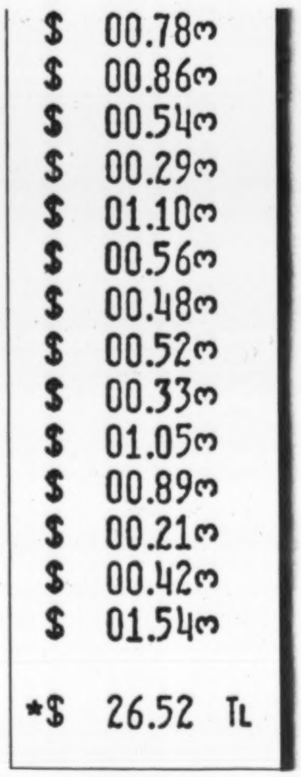
FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager
LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"



$ 00.77
$ 00.37
$ 00.37
$ 00.26
$ 00.26
$ 02.25
$ 01.03
$ 01.03
$ 02.89
$ 00.49

*$ 23.97 TL

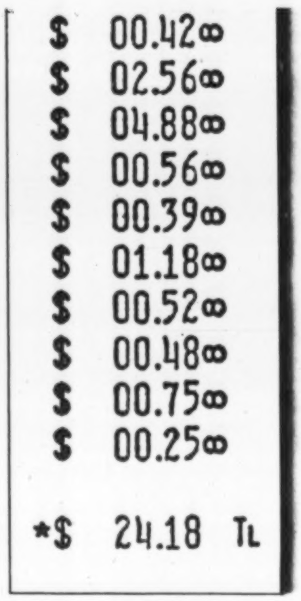
McCALL'S



$ 00.78
$ 00.86
$ 00.54
$ 00.29
$ 01.10
$ 00.56
$ 00.48
$ 00.52
$ 00.33
$ 01.05
$ 00.89
$ 00.21
$ 00.42
$ 01.54

*$ 26.52 TL

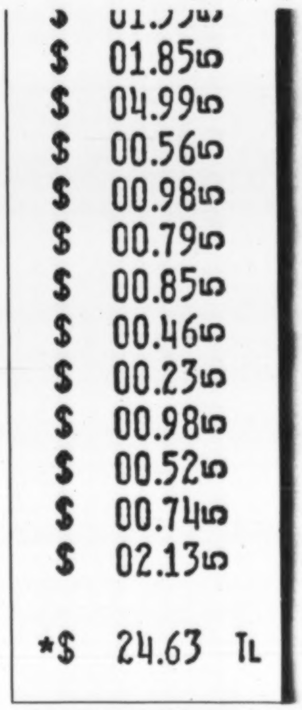
WOMAN'S DAY



$ 00.42
$ 02.56
$ 04.88
$ 00.56
$ 00.39
$ 01.18
$ 00.52
$ 00.48
$ 00.75
$ 00.25

*$ 24.18 TL

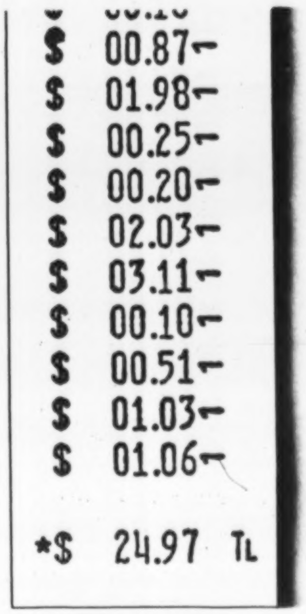
LADIES' HOME JOURNAL



$ 01.85
$ 04.99
$ 00.56
$ 00.98
$ 00.79
$ 00.85
$ 00.46
$ 00.23
$ 00.98
$ 00.52
$ 00.74
$ 02.13

*$ 24.63 TL

GOOD HOUSEKEEPING



$ 00.87
$ 01.98
$ 00.25
$ 00.20
$ 02.03
$ 03.11
$ 00.10
$ 00.51
$ 01.03
$ 01.06

*$ 24.97 TL

FAMILY CIRCLE

Woman's Day households spend up to 11% more per family on food and grocery products than the readers of McCall's, Good Housekeeping, Ladies' Home Journal and Family Circle*. Why? Because Woman's Day food ideas give buying ideas to more than 5,500,000 loyal women–readers who go out and buy it, use it, clip it, keep it.

*Woman's Day $26.52; Family Circle $24.97; Good Housekeeping $24.63; Ladies' Home Journal $24.18; McCall's $23.97. (Source: 1961 Starch C. M. R. Median Weekly Food Expenditures.)

Woman's Day
A FAWCETT PUBLICATION

The woman's service magazine with 5,500,000 users

©1961, Fawcett Publications, Inc.

Repplier Hits Educators for 'Sniping' at Ads

NEW YORK, Nov. 21—Educators got a talking-to yesterday for "throwing dead cats at long-suffering Madison Ave." from T. S. Repplier, president of the Advertising Council.

Speaking before a Leaders for Education luncheon sponsored by the New York State Teachers Assn., Mr. Repplier said he was not asking that educators cease criticizing advertising, "but merely that they be (1) fair and (2) specific."

Instead of jumping on Madison Ave. with both feet, "from now on, would you kindly jump with one foot only, so that the other foot may be kept squarely on the ground," he suggested.

"Indiscriminate and generalized attacks on American advertising are a disservice to the country," he said, "because they weaken an instrument which the country particularly needs in this time of crisis." He then presented "a few facts" for the educators to ponder:

- "Advertising is a tool used to make distribution more efficient. The goodness or badness of the tool depends upon who uses it and how. Hammers are used to build homes; they are also used to murder people."
- "It is the nature of advertising to be mildly unwelcome to the listener. He welcomes it only when he is interested in the product advertised. This should make no one critical of advertising, any more than the fact that everybody dodges insurance salesmen should make one critical of insurance. It is merely the nature of the beast."
- "Advertising is a means of mass communication. It therefore must be a common denominator. All common denominators of communication are bound to irritate intellectuals. The remedy for below-par advertising is very simple. It is the same remedy as for below-par movies, pop songs, etc.: Raise the public taste to the point where such communications no longer attract.

- "Is this not a job for—among others—educators?" he asked.

Mr. Repplier also asserted that the U.S. is "already paying a heavy penalty for our years of sniping at advertising. This is because advertising, or propaganda, if you prefer to call it that, is taken so lightly by Congress that our American propaganda effort is perhaps one-twentieth of our communist enemy's. Is it any wonder we are losing the propaganda war?"

The U.S. Information Agency has only about $140,000,000 annually to conduct campaigns in 90 countries, he lamented—"$20,000,000 less than one company spends in the U.S. alone to sell its automobiles.

"At a time when the U.S. is spending $48 billion for military hardware which we pray may never be used, we are spending the price of just one Polaris submarine for the ideological war which may decide this country's fate," he pointed out.

- Besides money, he added, "what the USIA program sadly lacks are more skilled advertising men, selected carefully from the ablest in the business. They would bring to the work a knowledge of first principles—the chief of which is that an idea, however good, must be made intelligible to the particular audience which hears it, and then repeated and repeated until it is understood."

However, more admen will probably not be added to the ranks of "our ideological warriors," he said. "Washington has largely bought the popular myth that admen are martini-guzzling, simple-minded fellows who would reduce the Berlin problem to a singing commercial. Thus we fall victim to our own propaganda." #

Shakespeare's New Braggin' Tackle
Shakespeare

FISHING AD LURE—*Advertising for Shakespeare Co., Kalamazoo, fishing equipment takes on a new look in the first of its ads for 1962, as in this spread, which will appear in outdoor magazines and annuals in January. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency.*

Harris Agency Seizes Cuban Tobacco Cargo for Unpaid Bill

Harris & Co., Miami agency, won another battle in its fight to collect money owed to it by the Cuban government for tourist advertising placed by the agency. A request for an injunction which would have prevented Harris from selling 846 cases of Cuban cigars and cigarets, valued at $100,000, was denied by a U.S. district court judge in Tampa. Harris impounded the cargo after it was landed in the U.S.

The court dismissed a complaint brought by R.C.W. Supervisors Inc., New York, which imported the confiscated tobacco shipment. The $100,000 sale, if completed, will bring the agency to within $50,000 of recouping the money owed it by the Cuban government. Erwin Harris, president of the agency, obtained a $329,000 judgment against Fidel Castro's government earlier this year (AA, April 24).

Int'l Shoe Accepts FTC Order

International Shoe Co., St. Louis, has agreed to accept a Federal Trade Commission consent order which forbids it to claim that Weather-Bird shoes assure healthy development of children's feet. The FTC action was based on catalog and circular advertising.

NL&B Names Four VPs

Jack W. Copher, Bradley H. Roberts, Carl A. Shem Jr. and Frederick D. Sulcer, all members of the account executive staff of Needham, Louis & Brorby, Chicago, have been elected vps of the agency.

launching pad

FOR THE NEW YEAR'S MOST VITAL MESSAGES

TO U.S. BUSINESS

ANNUAL BUSINESS

& FINANCIAL

REVIEW of the

New York World-Telegram

Monday, January 8, 1962

No start-of-the-year medium offers a brighter showcase for the story of business to businessmen than the World-Telegram's 1962 Business & Financial Review.

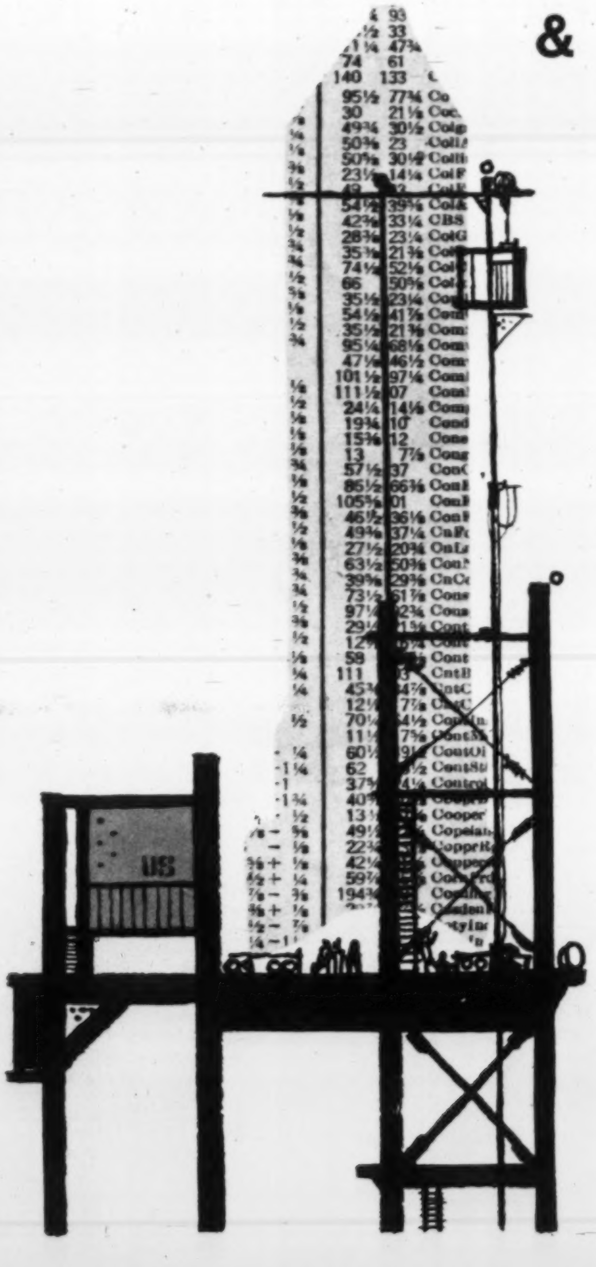
In New York, the nation's business capital, the World-Telegram commands a uniquely concentrated audience of decision-makers. More executives rely on it for *today's business news today* than on any other newspaper. More give it the extra intensity of at-home readership.

On Jan. 8, *"1962: Boom or Superboom?"* will be appraised in depth by the editors and analysts who have made the World-Telegram's Review the fastest-growing medium of its kind—who daily make the World-Telegram America's No. 1 financial evening newspaper.

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER

New York's QUALITY Evening Newspaper

Scripps-Howard General Advertising Offices: 230 Park Avenue, New York City
Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles



SPORTS • CARTOONS • PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44TH STREET ... NEW YORK 36, N. Y.
SEND FOR PRICES CREATORS OF FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

THE BALTIMORE
SUNPAPERS

announce the appointment of

Cresmer & Woodward, Inc.

in the Chicago and Detroit areas
Effective December 1, 1961

With the addition of these two offices, Cresmer & Woodward, Inc. now represents the Baltimore Sunpapers from coast to coast.

Cresmer & Woodward, Inc. offices:

New York
99 Park Avenue

Chicago
230 N. Michigan Avenue

Detroit
627 New Center Building

San Francisco
681 Market Street

Los Angeles
3460 Wilshire Boulevard

Atlanta
134 Peachtree Street

Special Florida Travel Representative
The Leonard Company
311 Lincoln Road
Miami Beach, Florida

Riquelme Monteiro Argentine Delegation Lazo Sarmiento

HISTORIC AD MEETING—*The first advertising congress in the history of Latin American advertising found more than 900 delegates assembled in Sao Paulo earlier this month (AA, Nov. 20). Among the admen present were Cesar Riquelme of Paraquay; David A. Monteiro, first president of the Brazilian Federation of Advertising, founded last October; a group from the Argentine delegation; and two of the speakers: Luis L. Lazo, of Bolivia; and Victor M. Sarmiento, Mexico.*

Dull Presentations by Agencies Bored Baumritter Officials, Brown Charges

Furniture Maker Also Cites Good Ones by Daniel & Charles, Others

NEW YORK, Nov. 21—"Deadly dull" presentations which "left us listless and bored" were the chief causes for rejections of most agencies which recently sought the $250,000 Baumritter Corp. account.

Daniel C. Brown, vp of advertising and sales promotion of the furniture company, told the League of Advertising Agencies here tonight that many shops "left us wondering if their lack of sales skill on their own behalf wouldn't reflect itself in the work they did for us." He said many "good, capable" organizations "did not reveal their true talents during the interviews."

Mr. Brown said he talked to 23 agencies—anywhere from one to three hours each—out of 80 which solicited the business. Originally, however, Baumritter intended to select only 10 shops from an "interesting agency file" made up by the company from articles in various business papers and magazines which cited "the most creative agencies, successful campaigns, or showed unusual or attractive ads." It also contained "provocative" direct mail solicitations received over a 10-year period.

▪ Baumritter's agency list subsequently grew after some "wouldn't take 'no' for an answer and, through very effective direct mail, convinced us that we should take the time to learn more about them."

Wondering whether the agencies' poor showings were "a case of the neglected shoes of the cobbler's children," Mr. Brown asked: If agency "experts" were "prime proponents of the well-rounded consistent advertising and promotion program for every client, why is it that some agencies forget these basic facts of marketing in their own operations?"

He gave some reasons why faulty presentations to Baumritter outnumbered "the best" ones by two to one:

▪ Some shops lacked "clear analysis of agency advantages and development of a well-conceived selling approach. These agencies were not clear on what they were selling, or how to prove it." One example, which Mr. Brown categorized as the "and-then-I-wrote" approach, involved "meaningless" samples and was "like a composer sitting at a piano and singing his old songs with a cracked voice and totally unprofessional manner."

Second, some agencies had a misconception that they were on hand as a "witness for the defense. They came to present facts about their companies and submit evidence of their work for the district attorney to question."

Mr. Brown went on to describe some other "serious mistakes."

• The "medicine man" approach —used by agencies which "came in with panaceas to all our problems." They offered "all sorts of cures when they hadn't the faintest idea of what our problems were."

• "Agencies hurt themselves by failing to bring to the initial interview everyone of importance who will service the account. We might be flattered to meet the president, but what is the use if he will have little or no contact with our account once it's in the shop?"

• One agency which was told it was no longer in the race—after a two-hour interview—sent an "outraged" reply letter which said: "How can you do this to us when we haven't even had a chance to tell our story?" When Mr. Brown called the agency president to learn the reasoning behind his remark, he replied: "Oh, that first meeting doesn't count. That was just to get to know you and see if we would want to work with you." A presentation, said Mr. Brown, was "not the time to exchange pleasantries and expect the client to sell himself to you." A shop must do its selling "from the word 'go'."

• Not enough agencies familiarize themselves with the client's industry and company in order to "address remarks and questions intelligently." Mr. Brown cautioned agencies about "pushing your luck too far and trying to give the client the impression that you know all about his business when you don't."

• Knocking the incumbent shop is "even more dangerous in an agency presentation because the ad manager you are talking to must accept responsibility for anything that has appeared over his company's name."

▪ Then Mr. Brown outlined for the league some "outstanding" presentation techniques ("there were many of them—besides Daniel & Charles, which secured our account"):

"Enthusiasm and purpose" were the "uniform" success elements. "These agencies were confident of themselves; had a high set of standards and a clear point of view. They would not tolerate mediocrity. This showed in their manner, and the way their material looked.

"Each of them took time to tell us the history and growth of its company, of the key men who had contributed to that success and of a sound *business man's* approach to the role of advertising in the marketing picture." Mr. Brown said that "before these agencies showed a sample of their work, they had sold their company, its philosophy and its staff's abilities.

▪ "It was obvious that they were familiar with our company and industry. They asked intelligent questions to be sure that our organizations would mesh well, too: What was our budget size? Its breakdown by category of work, billable income, personnel requirements? What was our approach to advertising, its place in our business, methods of budgeting, sales methods and policies, product lines, etc."

He said that "before they left, it was clear to all concerned whether the economics of the situation were proper or not.

"They stressed the fact that we would represent an important account to them and that we would receive the full attention of first class talent. They indicated why they wanted our account and how their experience in solving similar problems could be applied to our advantage."

▪ Mr. Brown said the "key difference" was that these agencies—when they got around to showing samples—used them "as tools to illustrate the abilities of their people. Each sample became a fascinating case history, telling of the problem faced by that client, the over-all strategy developed, the place the ad played in the scheme, what else was done to follow through with salesmen or retailers —and the results."

In its interviews, Baumritter examined agency size and age; current total billing; growth in the last five years; average size of account and range of budgets; who would service the account (account executive, copy and art) plus their abilities and personalities; experience in same or related channels of distribution; account conflicts; signs of "stability, sincerity and good service" to current accounts; client turnover—and if so, why, and how the agency approached marketing problems and the caliber of the solutions they suggested to current clients.

Mr. Brown said the company kept an evaluation sheet on each agency. This was filled out immediately after the interviews "so the impression would be fresh in our minds." Shops were rated according to creativity, approach to merchandising, marketing know-how, impression of the people, growth record, comparison of Baumritter's budget with average account size, layout and copy appeals and knowledge of Baumritter's field. #

Norfolk-Tidewater Stations Extend Drive Six Months

NORFOLK, VA., Nov. 21—Three television stations in the Norfolk-Tidewater market area, which forgot their competitive differences to promote the whole market and attract new advertising revenues (AA, Jan. 23), have decided to continue their unique project through the first half of 1962.

The three stations—WTAR-TV, Norfolk, a CBS affiliate; WVEC-TV, Norfolk-Hampton, an ABC affiliate; and WAVY-TV, Norfolk, an NBC affiliate—christened their cooperative project the Norfolk-Tidewater Market Group. The stations chipped in $75,000 and named Liller, Neal, Battle & Lindsey to handle advertising.

Targets of the initial promotion included media and market researchers with national advertisers; market and media supervisors in agencies; media buyers; marketing executives and regional distributors of national products.

▪ The problem that led to formation of the Norfolk-Tidewater Market Group looked like this:

For several years the Norfolk-Tidewater market area was "erroneously broken into separate markets"—Norfolk-Portsmouth and Newport News-Hampton. "This confused advertising agencies' media departments, because the two contiguous areas are listed as the 51st and 120th markets, respectively, in the U. S., whereas they actually make a single market which would rank 29th."

The idea of combining the advertising and promotional potential of three tv stations to sell the unity story was first pushed by Robert Lambe, president of WTAR-TV. He convinced Thomas P. Chisman, president and general manager of WVEC-TV, and Glen Taylor, president of WAVY-TV.

The promotion featured the area's population of 802,000—in about half the metropolitan area of Miami or Atlanta; it stressed the military in the area (39 separate service establishments) as comprising a "hidden bonus" for advertisers, worth about $200,000,000 a year in added sales; it stressed "one of the highest" per capita incomes in the country; and it emphasized that the market offered "one of the greatest tv bargains" anywhere.

▪ A 15-minute color film which told the story was produced. Advertising was planned and scheduled in consumer and business publications. The three tv stations combined on a market brochure, which was sent to 3,000 people in all fields. Twelve prints of the color film were made and distributed to branch offices of the stations' representatives: Edward Petry Co., the Katz Co., and H-R. These prints were shown to agencies and advertisers.

So far, more than 500 agency and advertiser people have seen the film in New York, Chicago, Detroit, Atlanta, Richmond, Des Moines, Los Angeles, San Francisco and Washington, D. C.

And so far the three tv stations are happy about the results. For next year's campaign they will move from a theme of "Most misunderstood market" to "Norfolk-Tidewater, the 29th market in the country." #

Haire Merges Its 'Crockery & Glass,' 'Giftwares' Books

NEW YORK, Nov. 21—Haire Publishing Co. will merge two of its monthly publications, *Giftwares & Home Fashions* and *Crockery & Glass Journal*, into a single new monthly, *Gift & Tableware Reporter*, to bow next January.

Haire pointed out, in a dummy of the magazine mailed to all advertisers, that the merger is intended to match the changing market, because "the volume china and glass buyers, in most cases, buy gifts as well." Haire added, "The gift and specialty stores we serve are trading up, adding the important table accessories that net greater profit per sale."

▪ The new magazine will carry an initial circulation guarantee of 20,100, which is more than the combined circulations of *Giftwares* (14,032) and *Crockery* (3,991). It will also have the same b&w page rate as *Giftwares* ($390), as against $375 for *Crockery*. It will have a trim size of 6¼x9".

For the first six months of publication, pending the first ABC audit, the magazine will go to the combined paid circulations of the old magazines.

John Henry Griffin, publication manager of *Crockery*, will be business manager; Sal Mastro, ad sales representative of *Giftwares*, will be ad sales manager. #

Distiller Runs Moderation Ad

Seagram's Calvert Distillers Co., New York, ran a 1,218-line b&w moderation message in 45 newspapers across the U.S. Nov. 22, carrying some thoughts about the American tradition. Headlined, "Has Thanksgiving Changed . . . or have we?" The ad may be the forerunner of a permanent series. Compton Advertising is the agency.

Johnson Joins KPLR-TV

Fred W. Johnson, formerly manager of the St. Louis office of Edward Petry & Co., has been appointed local sales manager of KPLR-TV, St. Louis.

Metalworking News
IRON AGE
STEEL

TAKE A LOOK AT ALL THREE

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any publication–especially in metalworking–that racks up a paid circulation of over 29,000 in its first 13 months deserves your most serious consideration.

METALWORKING NEWS – *A Fairchild Business Newspaper*

THE BIG DIFFERENCE IS NEWS

Four Roses Sets New Recording in '61 Yule Campaign

NEW YORK, Nov. 21—Four Roses Distillers Co., which blossomed out into the mellowest of soft sells these past two years, with two long-play records, has pulled out a few more stops this year.

The Seagram division has made a change of pace from the previous "sing-along" records and has just released an album of big band favorites. The record is titled "Four Roses Dance Party" and features arrangements by Sy Oliver, one-time arranger for Jimmy Lunceford and Tommy Dorsey, and Norman Leyden, well known for his work with Glenn Miller. Mr. Oliver conducts the band, brought together specially for the Four Roses recording.

Twelve alltime favorites are recorded, including "Moonlight Serenade," "Temptation," "I'm in the Mood for Love," and "Darktown Strutters Ball."

▪ Like the previous two records, which between them are understood to have sold some 1,000,000 copies, "Dance Party" rates as a self liquidator in the company's books. A $3.98 value, the new lp will be sold, where regulations permit—23 states—for $1. It's sold across the counter in package stores and taverns, and through the mail to customers who write in.

Four Roses will also burst into color with a series of four-color pages in *Life* and *Look* for both the Four Roses brand and Antique bourbon, first introduced three years ago. In addition, Antique will use similar pages in *Time*. The whole schedule will appear between Nov. 21 and Dec. 15.

Both brands also will get intensive newspaper support from large space ads in December, with additional two-color r.o.p. ads for Four Roses in major markets.

▪ Four Roses will continue its "double-saturation" outdoor showings in major markets, which will also include 15 outdoor spectaculars, transportation ads in key states and 1,000 giant posters in New York subways.

Antique bourbon will use 54 spectaculars in major markets.

Four Roses will round out the holiday campaign with Hi-Fi color ads in key metropolitan areas. Newspapers on the roster are the *New York Journal-American* and *World-Telegram & Sun*, the *Boston Globe*, *Newark News* and *Detroit Free Press*.

Young & Rubicam is the agency.

Elfenbein Retires from Haire; Becomes Publisher Consultant

Julien Elfenbein

Julien Elfenbein, with Haire Publishing Co. 30 years in a number of executive capacities, will retire in January to become a publishing consultant to business publications. Among his clients will be Haire Publishing. Mr. Elfenbein has been editor of several Haire publications, editor-in-chief of *Housewares Review*, editorial director of the home furnishings group, assistant to the president and publications manager.

For the past year he has handled special assignments for Thomas Haire, president, including organizing *Profit Parade*, now under publishing direction of Frank Lederle, Haire vp in Chicago.

Advertising Has Role in Shaping Economic Future, Stock Says

Emma Stock

CHICAGO, Nov. 22—Emma Stock, director of sales promotion, *Forbes*, and the Advertising Federation of America's 1961 Advertising Woman of the Year, charged advertising with the responsibility for helping shape the U.S. economic future.

Speaking before the Women's Advertising Club of Chicago last night, Mrs. Stock said, "We can ill afford to have business men, scientists, educators, preachers and legislators at loggerheads or to have advertising the whipping boy for all."

Quoting a recent bi-monthly report of economists of the Chase Manhattan Bank which concluded that hard and imaginative marketing efforts will be required to generate sales increases and support a general business advance, Mrs. Stock said, "Who would say that advertising could be omitted from those hard and imaginative marketing efforts?"

Mrs. Stock told the adwomen, "Advertising that engenders public confidence can help to sell both the quality of the corporation and the quality of its products, and advertising that serves the economy must also serve the public interest." In order to endure, a product must fulfill the promise of its advertising, she said. #

Pittsburgh Dailies Boost Patton, Irr, Luttig, McCormick

Melvin G. Patton

The *Pittsburgh Press* and *Post-Gazette* have promoted Melvin G. Patton, formerly retail manager of the *Press*, advertising manager of both dailies. At the same time, James J. Irr was named retail advertising manager, Paul J. Luttig sales promotion manager and William E. McCormick assistant general advertising manager. All four men will work under Earl J. Gaines, advertising director of the combined business offices of the two newspapers.

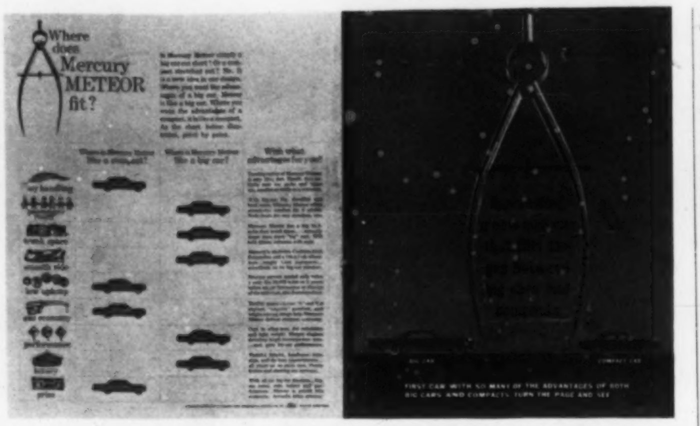
Mr. Irr has been with the *Press* for the past 10 years. Mr. Luttig joined the *Press* promotion department in 1939, and Mr. McCormick formerly was advertising manager of travel and resorts.

Aarbern Acquires Teen-Clear License, Appoints Geyer

Aarbern Pharmacal Co., a division of Wander Co., Chicago, has acquired the license to manufacture Teen-Clear products of P. M. Laboratories, Hampton, Ia. Aarbern's agency, Geyer, Morey, Madden & Ballard, Chicago, has been appointed to handle advertising. The Teen-Clear line includes a medicated daytime lotion, a nighttime gel and a medicated makeup. The account, inactive recently, was previously handled by Ladd, Southward & Bentley.

Bottsford Adds Long-Bell

Bottsford, Constantine & Gardner, Seattle, has been appointed to handle advertising for the Long-Bell division of International Paper Co., Longview, Wash., effective Jan. 1. The company makes plywood, flakeboard, kitchen cabinets, millwork, lumber and oak flooring.



FOUR-PAGE AD—*This is the first page (right) and last page of the four-page, four-color ad Mercury will run in Life, Look and The Saturday Evening Post to introduce its new-size Meteor.*

Lincoln-Mercury to Launch 3-Media Push for Meteor

(Continued from Page 1)

said that a Mercury sign hanging outside a dealership should suggest the "same kind of substance that a Ford or Chevrolet sign suggests."

The problem, as Mercury marketing people diagnosed it, was one of an increasing number of cars and kinds of cars on the market, coupled with a decreasing share of industry for Mercury.

▪ The first phase of Mercury advertising, which began with the introduction of Comet and Monterey, was to establish these two car lines solidly as Mereury automobiles. The second phase, according to Bruce E. Miller, Lincoln-Mercury advertising manager, is aimed at integrating the Meteor as a regular member of the Mercury lineup.

Mercury will use four-page, four-color ads in *Life* next week and *Look* and *The Saturday Evening Post* the following week to introduce the Meteor, although the other two cars will be mentioned in the ads.

▪ Newspaper announcement ads will run next week in some 2,000 newspapers covering all Mercury dealer points. The b&w ads will be at least a half-page in size. Meteor also will get four minutes on the NBC-TV special "Japan" Dec. 4, and a heavy concentration of spots on "87th Precinct," "Alfred Hitchcock Presents," "Outlaws," "Wells Fargo," and "Today," all on NBC-TV.

The *Life* ad next week will carry a lucky number coupon as part of a traffic-builder giveaway of 365 Meteors.

▪ Until now, all Mercury advertising has covered both Comet and Monterey. From here on, all three car lines will be included, whether in print or on tv, according to Mr. Miller.

Mercury set up a basic three-step advertising plan that would tailor the advertising to fit the medium, create an over-all Mercury "banner" with a general multi-line message, and highlight the distinctive points of each car with a constant theme.

Mercury tailored its magazine ads by scheduling nothing but spreads or bigger, according to Mr. Miller. The theory is that, for the same cost, the multi-car approach brings 50% more impressions for each car than single pages would bring. Since only one car could be shown on a single page, it was felt three pages would be needed to advertise three car lines. Thus, nine spreads would deliver nine impressions per car, but the same expenditure would buy only six impressions per car in single pages.

On tv, only one car line is featured in a commercial, with a 45-second message. But the multi-car story is told in the 15-second wrapup to the commercial.

This is where the "banner" comes in. Every print ad carries a banner across the top of the spread or newspaper page that carries the Mercury name high and a sub-line on each of the three car lines (two until next week).

▪ The theme for each car line also is included in the banner—"Smartly ahead of the compact crowd" for Comet, "The best looking buy for the big-car man" for Monterey, and now "The beautiful balance between big cars and compacts," for Meteor.

Kenyon & Eckhardt, Detroit, is the agency. #

FCC Shifts Miami Channel to Wilson; Delays WLW-I Move

WASHINGTON, Nov. 22—The first tv license revocation in history became effective this week as L. B. Wilson Inc. took over the Miami Channel 10 assignment which was formerly held by Public Service Television for WPST-TV.

WPST-TV lost its license as a result of charges that off-the-record contacts were made in its behalf while its application for the channel was pending before the Federal Communications Commission five years ago.

In a statement published in Washington newspapers Monday, owners of WPST-TV noted that the L. B. Wilson license will be up for renewal in three months. They expressed hope they will have an opportunity to compete for the channel on the basis of their performance record when the renewal application comes before the commission.

▪ Meanwhile, FCC indefinitely postponed the Nov. 30 deadline it has set for transfer of Channel 13 in Indianapolis from Crosley Broadcasting, which currently operates WLW-I, to WIBC Inc.

A July 27 FCC decision held that the original grant to Crosley four years ago involved procedural error. FCC said it should have awarded the channel to WIBC Inc., and fixed Nov. 30 as the tentative deadline for the transfer.

FRANKLIN C. WHEELER

BURLINGAME, CAL., Nov. 21—Franklin C. Wheeler, 68, pioneer San Francisco advertising executive, died here today at Peninsula Hospital after a short illness.

Mr. Wheeler was a co-founder, with the late Emil Brisacher, of the original Brisacher, Wheeler & Staff, San Francisco. The agency was absorbed several years ago by Cunningham & Walsh. Just prior to his death Mr. Wheeler, although in semi-retirement from advertising, had been serving as a consultant to C&W.

ABP Names Beard to New 3-Year Presidential Term

William K. Beard

NEW YORK, Nov. 22—William K. Beard, president of Associated Business Publications for 12 years, has been named for another three-year term.

Announcing the renewal of Mr. Beard's contract today, William B. Freeman, ABP chairman and president of Miller Freeman Publications, said: "Under Bill Beard's great leadership, ABP has raised its business paper promotional activities and its membership services to exceedingly high levels, and has increased its membership 68%."

Mr. Beard sold space and directed advertising promotion and research for nearly 26 years for McGraw-Hill Publishing Co. before first accepting the job of integrating and selling the activities of ABP in December, 1949.

Mr. Beard joined McGraw-Hill in 1924, starting on the makeup desk and as a cub salesman on *Electrical Merchandising*. After helping to launch sales of the new *Radio Retailing* in Chicago, he was promoted to the northern New York territory.

▪ After four years of selling space on six electrical papers, Mr. Beard transferred to Cleveland, and when *Electronics* was launched in 1931, he pioneered advertising sales in that territory.

In 1935, Mr. Beard was called to New York as manager of *Electrical World*. Four years later, he was named publisher of that book and of *Electrical Contracting*. In 1945, he was elected a vp and placed in charge of coordinating the company's promotional and research activities.

His appointment as ABP president followed extra-curricular activity as chairman of ABP research and promotion committees, and as a member of the Advertising Research Foundation committee on the continuing study of business papers.

Mr. Beard has been a long-time advocate of paid circulation. He once told a seminar that "All free books aren't junk, but most junk books are free."

▪ A year ago, in his annual report to members, Mr. Beard rapped publications that "live on advertising patronage or pap—dollars siphoned from topflight papers."

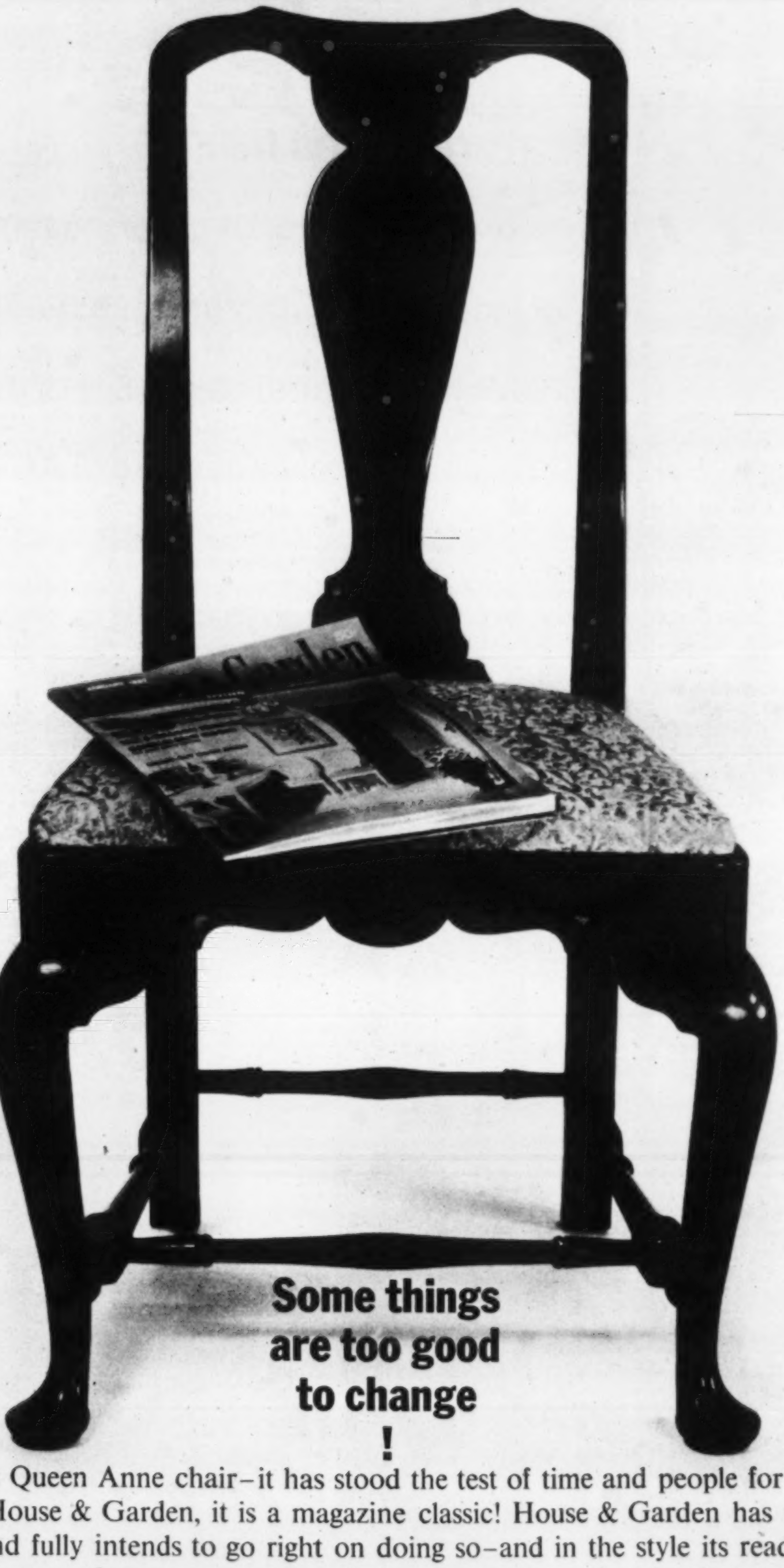
He added that "We see the business press swarming over the numbers game boys. We see the fast-buck operators. We see publishing we might, in a burst of kindness, call immature—well enough intentioned, perhaps, but not very professional or very competent." #

Court Bars Illinois on New Magazine Taxes

CHICAGO, Nov. 21—Time Inc. today was granted a temporary injunction restraining the state of Illinois from collecting new taxes on its magazines (AA, Nov. 20).

Superior court Judge John F. Bolton, who granted the injunction, has not yet set a date for trial of a suit brought by Time, which seeks a permanent injunction against the tax.

Time Inc.'s suit identifies its six magazines as news media. A suit is also expected to be filed by other magazines on different grounds. This suit is being prepared by lawyers for a committee composed of several publishing groups. #



Some things are too good to change !

Good taste is timeless. Take this Queen Anne chair–it has stood the test of time and people for more than 260 years. Take the magazine resting on the chair, House & Garden, it is a magazine classic! House & Garden has recorded good taste and a taste for good living for six decades and fully intends to go right on doing so–and in the style its readers are accustomed to. For the editors of House & Garden are aware that a consumer market matures every decade, that taste improves with *each age* and that successively, each generation strives to improve on the last, and demands for itself the better things in life–the better *home life* House & Garden documents with authority. So don't expect January House & Garden to change simply because it's the first issue to incorporate Living for Young Homemakers. Publication trends to the contrary, there will be no graphic fireworks, no declaration of a new reader direction, no need either for outside experts. All the experts in the home field are already on staff! House & Garden, incorporating Living for Young Homemakers, will dare to remain the same, and will prove that nothing has changed but the number of young people in America who have been educated to know better...who have been stimulated to desire better...and who have economic maturity, young as they are, to afford better, and are therefore clearly ready for House & Garden.

Nothing's changed, but circulation: One million guaranteed for 1962!

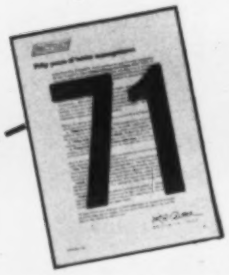
JANUARY 1962
50¢
House & Garden
LIVING
INCORPORATING LIVING

Sliderule Statistics: HOUSE & GARDEN circulation, on the upclimb (800,000 at last ABC count), soars to a guaranteed 1,000,000 with the incorporation of LIVING January, 1962.

HOUSE & GARDEN incorporating LIVING becomes the first quality-audience magazine in the home field to deliver America's new consumer elite–The Million–giving advertisers the largest coverage of the quality home market at the lowest cost per page per thousand.

HOUSE & GARDEN incorporating LIVING gives advertisers a three month circulation bonus; advertising rate changes are guaranteed not to take effect before the April, 1962 issue, at which time the magazine anticipates an average circulation in excess of 1,200,000.

© The Condé Nast Publications Inc.



feature pages from the regular November FACTORY . . . a direct editorial effort against the hot problem of indirect manufacturing costs. This is a reader service which few businesspapers have the vision or resources to undertake. FACTORY had, and did.

YOUR TARGET FOR 1962
INDIRECT COSTS
DIRECT COSTS
Wherever you work—indirect costs are on the rise
The 10 critical areas of INDIRECT COSTS
10 ways to cut Maintenance Costs
THE ATTACK ON MATERIAL HANDLING
THE ATTACK ON PAPERWORK
THE ATTACK ON QUALITY CONTROL

A

Acme Industries, Inc.
Acme Steel Company
Acme Visible Records, Inc.
Aeroquip Corporation
  Marman Division
Aerovent Fan Company
Albertson & Co., Inc.
Allen-Bradley Company
Allis-Chalmers
Allis Co., Louis
Aluminum Company of America
American District Telegraph Co.
American Gas Association
American Mutual Liability Insurance Co.
American Oil Company
Apex Machine & Tool Co.
Armco Drainage & Metal Products, Inc.
Arno Adhesive Tapes, Inc.
Aro Equipment Corporation
Atlas Copco
Automatic, Division of Yale & Towne Mfg Co.
Automatic Canteen Company

B

Bahnson Company
Barber-Colman Company
Barreled Sunlight Paint Co.
Barnebey-Cheney
Barry Controls
Bassick Company
Bell & Gossett Company
Bellows-Valvair
Berkshire County Industrial Development Commission
Bessemer and Lake Erie Railroad
Binks Manufacturing Company
Borroughs Manufacturing Co.
Bostitch
Boston Gear Works
Breuer Electric Mfg. Co.
Brown Company
Bussmann Mfg. Division, McGraw-Edison Co.

C

Calculagraph Company
Carrier Air Conditioning Co.
Champion Lamp Works
Chart-Pak, Inc.
Chisholm-Moore Hoist Division, Columbus-McKinnon Corporation
Clarage Fan Company
Clark, Cutler, McDermott Co.
Cleveland Tramrail Div., Cleveland Crane & Engineering Co.
Colorado, Department of Development
Comptometer Corporation
Conco Engineering Works
Conveyor Systems, Inc.
Crescent Tool Company
Crawford Door Company
Crown Controls Co., Inc.
Cutler-Hammer

D

Day Company
Dayco Corporation, Rubber Products Division
DeSoto Chemical Coatings, Inc.
Detecto Scales, Inc.
DeVilbiss Company
Diamond Chain Company, Inc.
Diagraph-Bradley Industries, Inc.
Dodge Manufacturing Corp.
Dover Corp., Elevator Division
DuKane Corporation

E

East Chicago Machine Tool Corp.
Eastman Kodak Company
Ebco Manufacturing Company
Economy Engineering Co.
Electric Storage Battery Co.
Elliott Company
Equipment Manufacturing, Inc.
Eriez Manufacturing Co.
Esterbrook Pen Company
Evans Specialty Company, Inc.

F

Fafnir Bearing Company
Fairbanks Company
Falk Corporation
Fastener Corporation
Felters Company
Fenwal, Incorporated
Flintcote Company
Furnas Electric Company

G

Gardner-Denver Company
General Dynamics/Electronics
General Electric Company
  Large Lamp Department
  Wiring Device Department
General Plastics Corporation
General Time Corporation
  Stromberg Division
General Welding & Fabricating Co.
Glidden Company
Globe Company, Products Division
Goodrich Industrial Products Company, B. F.
Goodyear Industrial Products Div.
Graphic Systems
Greene, Tweed & Co.
Gulf Oil Corporation

H

Hancock Telecontrol Corp.
Harnischfeger Corporation
Heil Corporation
Hoover Ball & Bearing Company
Hough Company, Frank G.

I

Industrial Distributors, Ltd. (Sales)
Ingersoll-Rand
IBM Corporation, Data Processing Division

J

Johnson Service Company

K

Kentucky, Department of Economic Development
Kerrigan Iron Works Co.
Kidde & Co., Walter
Kimberly-Clark
Kirk & Blum Manufacturing Co.

L

Lewis Company, G. B.
Lewis-Shepard
Lion Oil Company
Lincoln Electric Company
Link-Belt Company
Louden Machinery Company
Lyon Metal Products, Inc.
Lunkenheimer Company

M

Magline, Inc.
Magnetics, Inc.
Mahon Company, R. C.
Markem Machine Co.
Master Builders Company
Masury-Young Company
Mathews Conveyor Company, Ltd.
Maxon Premix Burner Company
McGraw-Hill Book Company
Metals & Controls Inc.
Methods Research Corp.
Micro Switch, a Division of Honeywell
Minneapolis-Honeywell
Minnesota Mining & Manufacturing Co.
Motorola Communications & Electronics, Inc.
Multistamp Company

N

National Super Service Company
New York State Department of Commerce
Northern Natural Gas Company

O

Otis Elevator Company

P

Palmer-Shile
Pangborn Corporation
Pennsylvania Dept. of Commerce
Perfection Division, Hupp Corporation
Permacel
Philco, Government & Industrial Group
Pinkerton's National Detective Agency, Inc.
Pittsburgh Chemical Company
Pittsburgh Corning Corp.
Plant Engineering & Maintenance Show
Powell Pressed Steel Company
Prime Mover Company
Prophet Company
Protectoseal Company
Puritan Chemical Company

R

Radio Corporation of America
  Electronic Data Processing
  Special Products Department
Ranco Industrial Products Co.
Rapids-Standard Co., Inc.
Raybestos-Manhattan, Inc.
Raymond Corporation
Republic Steel Corporation
Revolvator Company
Richards-Wilcox Mfg. Co.
  Materials Handling Division
Ridge Tool Company
Roebling's Sons Div., John A., Colorado Fuel & Iron Corp.
Rol-a-chart
Rollway Bearings Co., Inc.
Rome Cable Division of Alcoa
Rotor Tools Company
Roudtable Productions
Royal McBee Corporation

S

Sargent & Company
Shell Oil Company
Shepard Niles Crane & Hoist Corp.
Signode Steel Strapping Co.
SKF Industries, Inc.
Snap-on Tools Corporation
Spencer Turbine Company
Square D Company
Standard Conveyor Company
Standard Pressed Steel Co.
  Columbus-Hallowell Div.
Standard Register Company
Stanley Works
Stic-Klip Manufacturing Co., Inc.
Structoglas, Inc.
Sugar Beet Products Company
Sun Oil Company
Sylvania Lighting Products, Div. of Sylvania Electric Products, Inc.

T

Taylor Chain Co., S. G.
Taylor Co., Halsey W.
Tennant Company, G. H.
Texaco, Inc.
Thiokol Chemical Corporation
Timken Roller Bearing Co.
Toledo Edison Company
Tomkins-Johnson Co.
Torit Manufacturing Co.
Torrington Company
Tranter Manufacturing Inc.
Triax Company

U

Union Steel Products Co.
Union Switch & Signal, Div. of Westinghous Airbrake Co.
Union Wire Rope, Armco Steel Corp.
United Motor Service
U.S. Borax
U.S. Rubber Company
  Mechanical Goods Division
  Footwear Division, Sealdbins

V

Van Dorn Iron Works
Vanguard
Veeder Root Incorporated

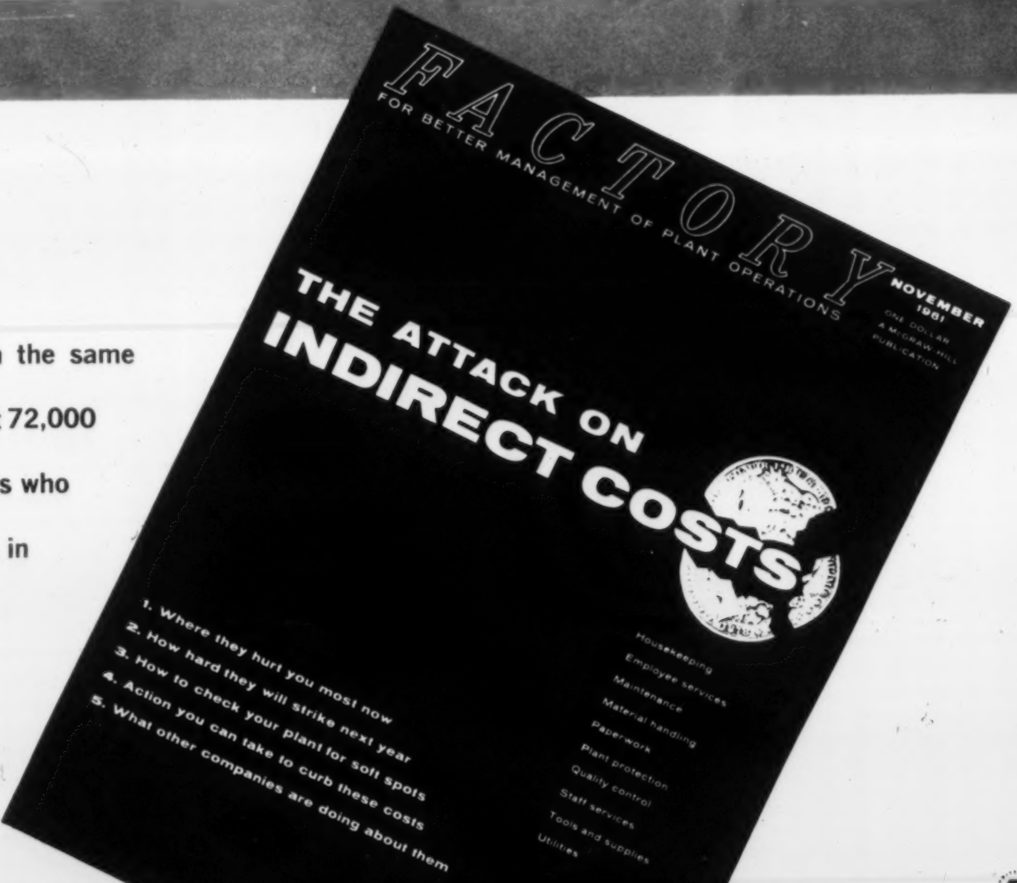
W

Wassell Organization, Inc.
Wear-Ever Aluminum, Inc.
Western Percipitation
Wiegand Company, Edwin L.
Wilson Rubber Company
Wing Manufacturing Co., L. J.
Worthington Corporation
Wright Hoist Div., American Chain & Cable Co., Inc.

Y

Yale & Towne Mfg. Co.

215 advertisers in the same November FACTORY, with an all-out assist to almost 72,000 men who manage plant operations . . . subscribers who are as eagerly interested in equipment as they are in economics, as much concerned with materials as they are with methods. And, who hold as high regard for FACTORY'S advertisers as they do for its editors.



FACTORY
FOR BETTER MANAGEMENT OF PLANT OPERATIONS
NOVEMBER 1961
ONE DOLLAR
A McGRAW-HILL PUBLICATION

THE ATTACK ON INDIRECT COSTS

1. Where they hurt you most now
2. How hard they will strike next year
3. How to check your plant for soft spots
4. Action you can take to curb these costs
5. What other companies are doing about them

Housekeeping
Employee services
Maintenance
Material handling
Paperwork
Plant protection
Quality control
Staff services
Tools and supplies
Utilities

A McGraw-Hill Publication

The Editorial Viewpoint . . .

Affirmative Action Could Help

A week ago in Chicago the advertising business was treated to an interesting demonstration of the need for and the value of affirmative action to improve the public image of advertising, rather than merely defensive action, designed to convince people that advertising is not as bad as some people assert.

Paul Rand Dixon, the Federal Trade Commission's militant chairman, talked to the Chicago Better Business Bureau dinner. He got a lot of headlines in the local press with vivid assertions that "in these times" false advertising "comes pretty close to treason," and that advertising agencies "can do even more than they've done—and more of them might start to try."

He made it clear—or at least it seemed clear from the newspaper reports of his speech—that the FTC and Mr. Dixon were working like beavers to hold back an almost overpowering flood of immoral, tricky, false advertising being tolerated, if not actually encouraged, by the nation's advertisers, agencies and media. As far as we can discover, no one bothered to remind newspaper readers or even those attending the dinner that the Better Business Bureau is essentially an invention of the advertising world, designed by honest advertisers and media to try to prevent the very kind of advertising which Mr. Dixon—and all other honest advertisers—deplore.

Mr. Dixon also had great fun with the "fast buck boys" who have moved into the bomb shelter business with extravagant and phony claims, and said that in this instance the FTC was ready for action.

Within a week, he said, the FTC would circulate a guide to media and others with regard to what was acceptable and what was not in shelter advertising.

By an interesting coincidence, ADVERTISING AGE editors were putting the finishing touches on a nationwide roundup of bomb shelter advertising on the very day Mr. Dixon made his speech. They found what practically everyone knows:

There is a great deal of conversation about shelters, but very little activity, either in terms of getting shelters built or in terms of advertising. The subject is completely confused—largely because of contradictory statements emanating from various government departments. Furthermore, the AA study showed, the problem of false or misleading advertising seems scarcely to have arisen.

Yet Mr. Dixon, alertly, has jumped into the public prints with statements implying that much if not all shelter advertising is dangerously phony, and that all his department's skills are being marshaled to see that crafty advertisers don't extract the public's gold teeth.

Now . . . consider for a moment how different the public image of advertising might be if some responsible element *within* advertising had had the foresight to issue a statement on the advertising of bomb shelters—a statement explaining that honest business men and honest advertisers are more interested than any other single segment of the population in preventing dishonest business men or dishonest advertisers from misleading the public in regard to this life-or-death matter.

Advertising interests could have done it, and could have scored a bold advantage in the public mind and in the fight for integrity in advertising. Advertising interests can and should take affirmative action in circumstances like this. Advertising interests must make it plain that they—selfishly, if you will—are determined to protect the public from bad advertising, and to protect advertising from the depredations of unthoughtful or unscrupulous advertisers.

"Answering" the charges of government and other critics is not enough. To have even a ghost of a chance of winning this particular battle for men's minds, advertising interests must take the offensive as well. But only in a modest way—in Cleveland, where the advertising club ran a couple of newspaper pages asking readers to report untruthful or improper advertising—has any effective positive action been taken.

The need for such positive action demonstrates yet again the reason why some sort of capable and effective "general staff" for advertising is badly needed. The advertising business is organized to death, but too frequently its organizations speak for special interests or speak too weakly to be effective. An over-all, coordinating unit, capable of using the individual resources of the various existing organizations to their fullest, and capable of keeping a watch on the whole of advertising's public relations problems, and inducing affirmative as well as defensive action on behalf of advertising, is badly needed.

"Defending" advertising is not enough. "Explaining" advertising in sugar-coated terms that frequently neither explain nor convince, is not enough. Existing efforts are, by and large, useful. But they need coordination and direction at the top, and they need the help of affirmative thinking and action.

Advertising's "image" needs the careful attention of a dedicated body of acknowledged leaders who can induce coordinated action on all fronts. Only by day-to-day scouting of the advertising and marketing scene, and only by rapid, coordinated activity on all possible fronts, can advertising overcome the endless hammering aimed at it from Washington, from economists, teachers, and others who like to blame it for all social ills.

Gladys the beautiful receptionist

—W. H. Everett

"Thirty years in new business and I don't even rate an air conditioner!"

What They're Saying . . .

Tongue-Tied Business Men

We can be assured that no manifesto celebrating the accomplishments of a consumer goods economy will ever win as eager an audience as a manifesto finding fault with it. Nevertheless, it's hard to believe that the business man is so tongue-tied or preoccupied as to stand aside while spokesmen from other fields pontificate on our economy's proper directions. He is accused of promoting a new materialism in which people have more good health, more leisure to enjoy things of the spirit, more access to education, concerts, museums, than at any other time or place in history. It is a materialism which in time of war provided guns and a good deal of butter; and in a new time of crisis it now provides books as well as bombs and butter. Two hundred years ago, national policy was the prerogative of a few aristocrats. Then merchants of the time won recognition of their competence to take part. Today, our national direction and its underlying philosophy are matters now largely pre-empted by the office holder, the editor, and the academic intelligentsia. But the business man has undoubted qualifications to share in their development. In a more assertive role as a disseminator, the business man can help define and speed the achievement of our national goals. His reticence, on the other hand, can only mean a slowing down in our historic gains and their denial to people both in the U. S. and abroad.

—From a speech by Marion Harper Jr., president and chairman, Interpublic Inc., at an annual management conference of the Sales & Marketing Executives Assn., Los Angeles.

Retailer Can Wreck Ad Plans

Our people working with clients' salsemen or calling on retailers have noticed a marked tendency on the part of many buyers, members of buying committees and other retail functionaries to pooh-pooh manufacturers' advertising when the salesman does get in a word or two about it.

Unquestionably, such an attitude has raised havoc with many a carefully planned and expertly executed advertising program.

For though consumer advertising can often force action by retailers, there is no denying that a "so-what" attitude to advertising can result in sparse shelves, feeble facings or indifferent displays. And these can make sizable dents in a manufacturer's advertising dollar.

—From "Grey Matter," published by Grey Advertising.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (OLive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Lawrence Bernard** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain, Robert Heady**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, western advertising manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Walter Weir decries the theatrical way in which some advertisers select agencies, but most agency people have no objection to open covenants openly arrived at when they involve important new business.

•

Dennis Flanagan, editor of *Scientific American*, won the Maggie award offered by the magazine distributors' association.

And no wonder, with so many of his contributors winning those Nobel prizes.

•

Dr. Ben Casey is now called the most popular ladies' man in the tv dramatic firmament.

He's dedicated, he's sad, he's young and he needs mothering.

•

"A special edition of the *Press-Gazette* will be circulated Dec. 29 when the Packers repeat as NFL Western division champions," is the word from Green Bay.

Such confidence deserves to be rewarded.

•

A prospective account executive offers himself complete with "wife, son, dog and boat."

The necessary equipment for handling an outdoor account is provided right there.

•

"Women don't believe cleanser ads, *Journal* reports."

Not even when an overjoyed housewife finds she's been using Blue Cheer?

•

The building of fallout shelters hasn't created very much business for anybody with the possible exception of the people at the better business bureaus.

•

Media men who are beginning to wonder about the effect of computers on their jobs can sympathize with Detroit automotive workers who are so fearful about the results of automation.

•

Rheingold beer will be advertised in the New York market during the next baseball season courtesy of the Mets, whose publicity value may depend less on diamond doings than the personality of Charles Dillon Stengel.

•

"You will never have to wade through the billowing folds of section after section to get at what you want to read," says the *National Observer, Wall Street Journal's* bouncing new baby.

Advertising will be admitted only if it's properly informative.

•

"I told her Lipton fired me and I had to look for another sponsor," Arthur Godfrey reports regarding a query from a loyal fan on his recent tour.

There's nothing quite so disarming as the simple truth.

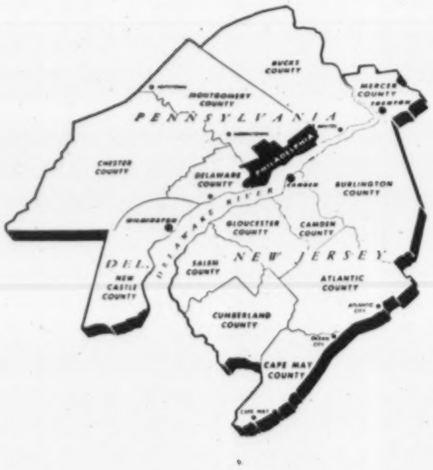
•

"Drugstore sales outstrip population growth, Nielsen says."

New products provide fast, fast, fast relief from supermarket inroads on health and beauty sales.

COPY CUB.

63 PERCENT
OF DELAWARE VALLEY'S
FOOD SALES
ARE MADE
IN THE SUBURBS


BUCKS COUNTY
MERCER COUNTY
TRENTON
MONTGOMERY COUNTY
PENNSYLVANIA
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

To the company that
seeks, in its advertising,
the same excitement it
knows is in its product . . .

PAPER:
the excitement in it

They talk about paper, these men who make it, and you know it's in their very blood. They watch their thundering rollers spin giant streams of paper—and their intensity tells you that perfection is their goal. They pore over a simple piece of tissue—feeling it, pulling it, crumpling it . . . testing its softness, its strength, its stretch—and you understand no effort is too great, no detail too small to satisfy their search for the superb.

We have seen and absorbed this tireless dedication to quality. And in the new developments, the improvements, the advancements such dedication spawns, we have sought to perceive the true excitement of these products—and capture it in the advertising that reflects them.

Every product of true calibre possesses a sparkling facet of excitement, sometimes obvious, sometimes hidden within a manufacturing process or a quality control. This is what we search for—to unearth the extra virtue that creates extra value in the mind of the consumer. To make it come compellingly alive through the vibrant word, the magnetic picture.

This pursuit of a product's true excitement is the very foundation of all we do, the bedrock upon which we create advertising—advertising that springs from the finest organization of talents, services and facilities in an advertising agency today. *We welcome the company that seeks, in its advertising, the same excitement it knows is in its product.*

J. Walter Thompson Company

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Pittsburgh, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Belo Horizonte, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Osaka, Manila

Our paper client is
the Scott Paper Company

Who buys your brand in Chicago?

WHO
BUYS WHAT
in Chicago NOW

Here is the answer.
"Who Buys What in Chicago Now"*
is the only continuing Home Audit of Chicago area consumers that *profiles* your customer.
It goes beyond the usual sales and share-of-market figures. Tells you *who* buys your brand — who buys your competitor's brand — by age, sex, occupation, income, education and size of family.

Tells where you're strong. Where you're weak. Tells you how your promotions and campaigns are clicking—and with whom.

The study covers food, apparel, appliances, home furnishings, cosmetics, drugs, toiletries, travel, automobiles, gasoline, oil, tires, batteries, cigarettes or alcoholic beverages in Chicago. Any manufacturer (or retailer) may obtain individual data sheets on his products.

New quarterly report now available.

Ask for it from your Sun-Times and Daily News representative.

*Conducted in consultation with the Advertising Research Foundation. *Sample:* 6,000 homes annually, selected by area probability. Continuous interviewing. Reports available quarterly.

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.

RAMBLER FASHIONS—*American Motors Corp. claims a first with its participation in a Christmas catalog distributed nationally by 53 stores displaying five all-purpose Rambler coats, made by (from left) Spatz, Gloveshire, Martin of California, Davis Sportswear, and Arthur Jay. Retail Marketers handled the catalog, developing the tie-in with Geyer, Morey, Madden & Ballard, American Motors' agency.*

Giant's List Prices Deceptive, FTC Examiner Says

Consumers Don't Read Chain's 'Fine Print Disclaimer,' He Holds

WASHINGTON, Nov. 21—The use of a fine print disclaimer has failed to protect Giant Food Chains Inc. from the wrath of a Federal Trade Commission hearing examiner who has been considering charges that the food and discount chain made false price comparisons in its newspaper ads.

Hearing Examiner Leon Gross found that Giant, which did a $147,000,000 volume in 50 stores this year, committed a deceptive act when it used manufacturers' list and manufacturers' suggested list prices as a basis for pricing comparisons for such items as General Electric steam irons, Regina twin brush waxers and covered saucepans. These comparisons were deceptive because the items have not been sold at these prices either by Giant or by most of its competitors, Mr. Gross held.

■ He rejected the chain's argument that the use of manufacturers' list prices in the ads was for identification purposes only, and he brushed aside a 350-word disclaimer which Giant printed in its ads explaining that the reference to list price provides the consumer with a basis for identifying a brand-name product, and making price comparisons.

"Very few if any of the persons who read Giant's advertisements would take the trouble to, or did, read the fine print disclaimer," Mr. Gross reported. "Moreover," he said, "there is no proof in this record that the manufacturers' list price furnished a means and was used by the purchasing public as identification of the articles offered for sale.

"There is consumer evidence to the contrary. The evidence proves and the examiner finds that there are non-deceptive identification designations such as model numbers and catalog descriptions which could have been used by Giant in its advertisements."

■ Mr. Gross' decision is subject to review by the commission.

Text of the Giant disclaimer which Mr. Gross rejected follows:

• "The manufacturers' list prices referred to in this advertisement are inserted to assist you in identification of the products and to allow you to compare accurately the selling prices offered here and elsewhere. The use of the term 'manufacturers' list' or similar terminology in our advertising is not to imply that Giant has ever sold the advertised products at such list prices or that the products are being offered for sale generally in the area at such list price. Many reputable national brand manufacturers issue to retailers, from time to time, suggested retail list prices that are intended to afford reasonable profits to all retailers based upon their traditional cost of marketing. Giant's employment of self-service, supermarket techniques enables it usually to sell below suggested list prices. Consumers, however, have come to recognize most brand merchandise by the list prices, rather than by model numbers. Consequently, Giant includes these manufacturers' list prices so that you may make simple, intelligent comparisons between our selling prices and those of others." #

Blackwell Joins 'Sunday'

Gene Blackwell, formerly director of research and promotion for eight years with *The American Weekly*, has joined the sales staff of *Sunday* in Chicago.

KFWB, AFTRA End 4-Month Labor Tiff

LOS ANGELES, Nov. 21—A bitter, four-month labor dispute between radio station KFWB and the American Federation of Television & Radio Artists ended in "complete accord" on all issues.

In a joint announcement, Robert Purcell, president of Crowell-Collier Broadcasting Co., owner of KFWB, and Claude McCue, executive secretary of AFTRA, announced that under the settlement, the union has agreed to dismiss any complaints it has submitted to the Federal Communications Commission during the strike, while KFWB will withdraw all pending unfair practice charges against the union pending with the National Labor Relations Board.

■ The statement said AFTRA will "cooperate fully" in returning the station to normal programming and in promoting return of striking newsmen and disc jockeys.

Provisions of the new contract include an increase of basic newscaster wages from $155 to $195 a week, effective Dec 1. This was $5 less than requested by the union.

■ Other provisions included an increase in base wages for station announcers to $187.50 a week for the first year of employment, a $10 increase the second year, and to $205 the third year. #

KSL-TV Names Two

D. Lennox Murdoch, formerly vp and general manager of KSL-TV, Salt Lake City, has been promoted to assistant to the president, Arch L. Madsen, of Radio Service Corp. of Utah, parent company of KSL and KSL-TV. Lloyd E. Cooney has been appointed station manager of KSL-TV, assuming Mr. Murdoch's former duties. Mr. Cooney also will retain his position as general sales manager of the tv station.

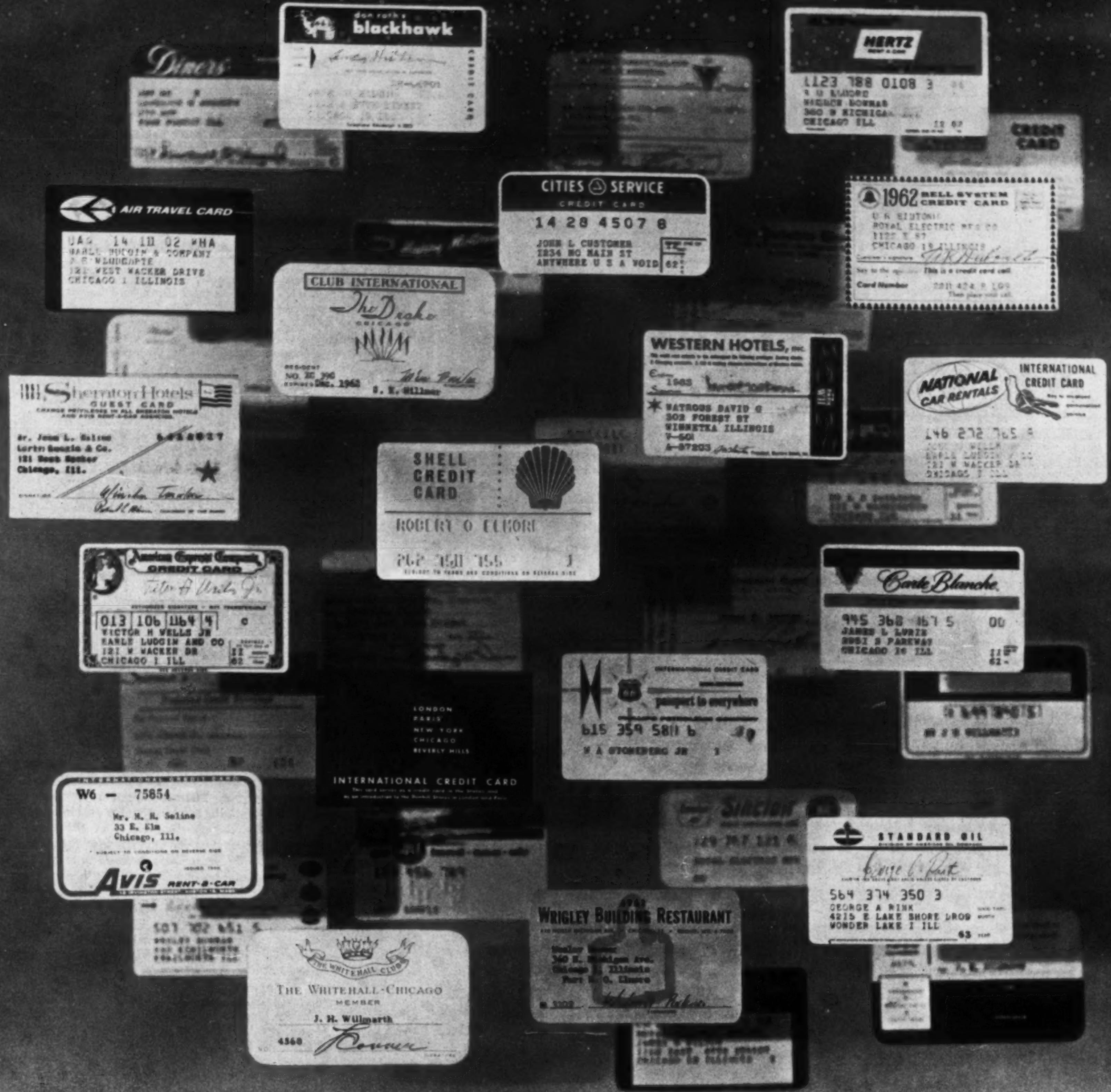
"And they bought WSBT-TV schedules and lived happily ever after!"

Ad people learn early that WSBT-TV has put a new twist in an old tale. Dominating the 3-station South Bend market, WSBT-TV reaches a 15-county area that consistently rates way above the U. S. average in per capita income. South Bend's a good place to do business, and the way to reach it is with WSBT-TV. So unless you have a fairy godmother to help move the merchandise, try a WSBT-TV schedule. For complete details call Raymer's and ask for Prince Charming.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer, Inc., National Representative


Diners
blackhawk
HERTZ
CREDIT CARD
AIR TRAVEL CARD
CITIES SERVICE CREDIT CARD
1962 BELL SYSTEM CREDIT CARD
CLUB INTERNATIONAL
The Drake
WESTERN HOTELS, INC.
NATIONAL CAR RENTALS
INTERNATIONAL CREDIT CARD
Sheraton Hotels GUEST CARD
SHELL CREDIT CARD
American Express Company CREDIT CARD
Carte Blanche
INTERNATIONAL CREDIT CARD
passport to everywhere
Avis RENT-A-CAR
Sinclair
STANDARD OIL
WRIGLEY BUILDING RESTAURANT
THE WHITEHALL-CHICAGO MEMBER

35 more big spenders for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S TOP TWO FOR THE MONEY

The price on adults in upper income families (over $5,000) varies in Chicago. You reach 825 for a dollar with the Sun-Times/Daily News combination. 790 per dollar with the second-best combination. Your plus: 35 *more* big spenders for every dollar with the "Top Two."

You could go after Chicago's biggest spenders with *one* newspaper. But even the *biggest* daily in town misses two-thirds of them.

That's why it now takes two newspapers to sell Chicago.

And—you check—in every major buying category, the Top Two for the Money are the Sun-Times and the Daily News. Our man has the facts (compiled in consultation with A.R.F.). Have a look.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.

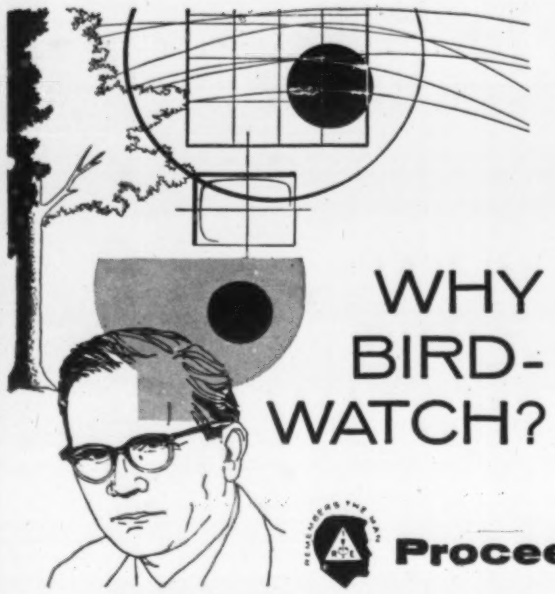
ATLANTA
LOS ANGELES
SAN FRANCISCO
Sawyer-Ferguson-Walker Co.

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.



WHY BIRD-WATCH?

Day and night, IRE electronics engineers are among the thousands of people who "bird-watch"—who follow, with the aid of telescopes and electronics instruments, the paths of rockets and satellites that streak across our sky.

This bird-watching is vital to our nation's defense. But it is important, too, to keep an eye open at ground level—for tanks, and guns, and armored cars, and motorized infantry. Television is being used more and more for military reconnaissance, and its effectiveness has been substantially increased by the researches of Peter C. Goldmark, of CBS Laboratories At the same time, Mr. Goldmark has used his knowledge of TV to help us defend ourselves against other deadlier enemies—anti-bodies—by making possible the use of television in medical education.

Like other IRE members, Mr. Goldmark works continuously in a world of pure and abstract science; and again, like his colleagues, he relates his research to the world around us, to make a better life possible for all. The IRE salutes him with the Vladimir K. Zworykin Award for 1961, and commends to your attention the tremendous IRE membership of professional electronics engineers, whose zeal, intellectual ability and devotion to duty Mr. Goldmark so typifies.

The researches and findings of electronics engineers of Mr. Goldmark's calibre are published each month in *Proceedings of the IRE*. Your ad in *Proceedings* associates your company with a publishing project that benefits all mankind.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

SELL THE URBAN NEGRO MARKET AND BECOME No.1

The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

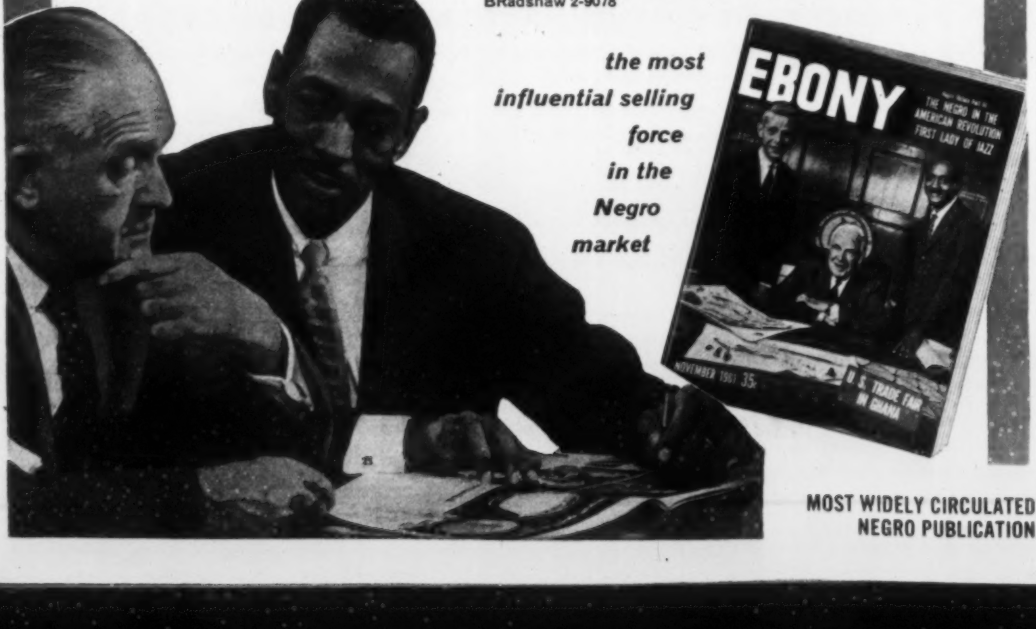
These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE
CAlumet 5-1000

NEW YORK 20: 1270 AVENUE OF THE AMERICAS
JUdson 6-2911

BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD
BRadshaw 2-9078


EBONY
THE NEGRO IN THE AMERICAN REVOLUTION
FIRST LADY OF JAZZ
NOVEMBER 1961 35¢
U.S. TRADE FAIR IN GHANA

the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

Getting Personal

Charities: Among the Chicago executives who have been named to spearhead the publicity and advertising program for the 1961 Christmas Seal campaign are **Sam L. Austin**, president of Austin & Lane; **Harry H. Henderson,** vp, Burson-Marsteller Associates; **Frederick J. Slater,** Carl Byoir & Associates; **Charles Guyot,** McCann-Erickson; and **Charles Helton,** Foote, Cone & Belding . . . **George T. Laboda,** director of radio and television of Colgate-Palmolive Co., has been named chairman of the 1961 campaign in behalf of Joint Defense Appeal of the American Jewish Committee & Anti-Defamation League of B'nai B'rith . . . **Kent S. Putnam,** advertising manager of Associated Spring Corp., Bristol, has been named chairman of the professional division, 1961 United Fund of Bristol campaign . . .

Weddings: **Roy E. McDermott,** advertising manager and assistant cashier of the Fort Worth National Bank, and his bride, the former Kay Buck, are honeymooning in New Orleans . . . **Alicia Frost,** media director of de Garmo Inc., was married to **Parmalee Lyman,** account executive with Robert Otto & Co., on Oct. 27.

Other honeymooners: **Louise Lea Greendorfer,** senior ad copywriter with MacMillan Co., and **Gordon D. Rapp,** of Wildrick & Miller, New York agency, married Nov. 26 . . . Trudy Vogel and **George J. Rosenkranc,** print media buyer of Geyer, Morey, Madden & Ballard, married Nov. 18 . . .

RADIO, AD PIONEER HONORED—*Veteran adman Leo H. Rosenberg (left), who retired as a vp this year after 35 years at Foote, Cone & Belding, and its predecessor, Lord & Thomas, receives a "Leo Rosenberg Day" proclamation from Mayor Joseph Barr of Pittsburgh. The citation recognized Mr. Rosenberg's distinction as the announcer on KDKA's first radio broadcast—covering the Harding-Cox election returns on Nov. 2, 1920. Mr. Rosenberg, who is now an advertising consultant, was honored at a luncheon on KDKA's 41st anniversary.*

Kip Kelley, Chicago ad sales representative of *The Saturday Evening Post*, and Sherry Ferrill, Chicago radio-tv fashion commentator, left on an opera wedding trip following their Nov. 24 wedding. They'll attend the La Scala opening in Milan, thence operas at Covent Garden in London . . .

James Andrew Goldston was born Nov. 3, one day after the birthday of his proud father, **Robert A. Goldston,** vp and secretary of National Telefilm Associates . . . It's also a boy, their first offspring, for the **Bob Rosens.** He's advertising and sales promotion manager of Zenith Radio Corp. . .

The Art Directors Club of New York will award its 1961 Gold Medal of Achievement to **Frederic R. Gamble,** retiring president of the Four A's, at its annual luncheon Dec. 7. Last year, the medal was awarded to advertising pioneer **Earnest Elmo Calkins** . . .

Rosser Reeves, board chairman of Ted Bates & Co., is now also chairman of the radio-tv division of the 1961 fund-raising campaign of the Community Service Society of New York. **Andy Hewitt,** senior vp of Compton, is chairman of the uptown business and professional committee for the charity, and **Douglas Leigh** of Douglas Leigh Poster Advertising Co., is serving as chairman of campaign special events . . .

Brown Bolte, vice-chairman of Sullivan, Stauffer, Colwell & Bayles, will serve as co-chairman with **Bart Cummings,** president of Compton, for the 1962 New York Boy Scout Lunch-O-Ree, sponsored by the ad, publishing and entertainment industries . . . **John P. Cunningham,** executive chairman of Cunningham & Walsh, has been named chairman for the third annual health for peace dinner to be held Dec. 13. Sponsored by the Children's Asthma Research Institute & Hospital, Denver, the dinner will honor **C. D. Jackson,** publisher of *Life*, for his leadership in focusing public attention on poverty and disease in underdeveloped nations . . .

Extra jobs: **Edgar J. Donaldson,** vp of Ketchum, MacLeod & Grove, has been elected to the non-partisan Representative Town Meeting of Westport, Conn. . . . **Alfred Lippmann,** president of E. T. Howard Co., has been appointed a member of the board of trustees of the village of Asharoken, N.Y. . . . **Walter Annenberg,** publisher of the *Philadelphia Inquirer*, has been named to the board of governors of the Academy of Food Marketing, to be established by St. Joseph's College, Philadelphia . . . **Theodore Vaill,** general manager of the *Evening Citizen*, Winsted, Conn., has been elected to the board of trustees of Connecticut's Winchester Historical Society . . . **Mrs. Florence Nightingale Graham,** known professionally as Elizabeth Arden, president and chairman of the board of Elizabeth Arden Inc., has been named honorary chairman of Keep Vermont Beautiful Inc.

The Doctor's primary interest is Medicine*

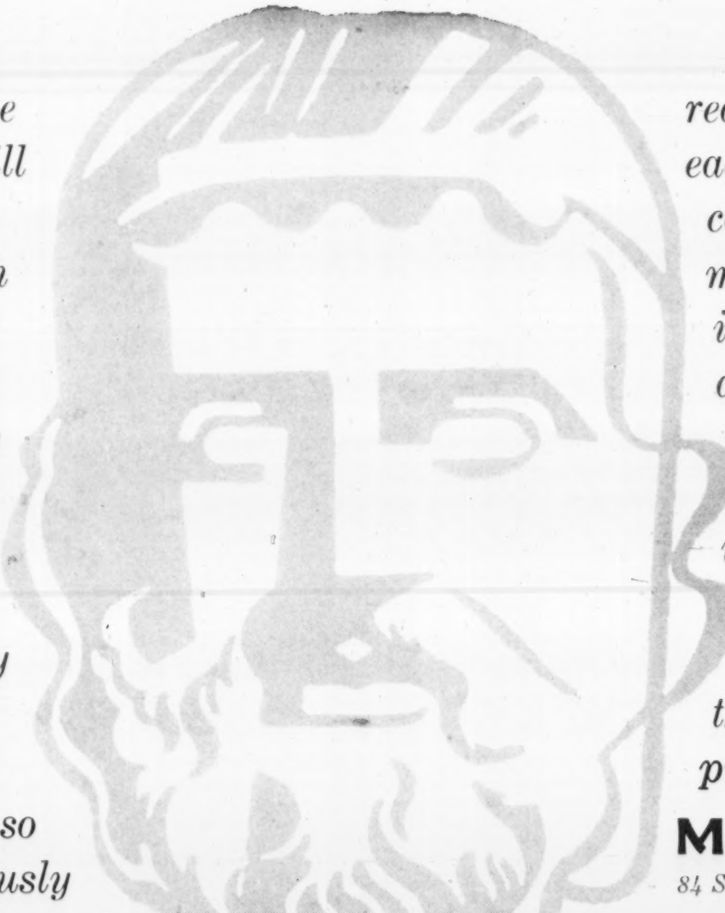
Medicine and its effective practice is and always will be the "Doctor's Primary Interest" ■ Doctors learn to recognize and want all the latest, most effective information on diagnosis and treatment ■ In fact professional standards and the requirements of practice demand that they stay abreast of the fast developing world of all medicine ■ That is why so many doctors conscientiously read MODERN MEDICINE twice each month ■ Its complete coverage of medicine and medicine's literature, plus its high readability, style, authority and timesaving quality combine to make MODERN MEDICINE leader in its field ■ Doctors do recognize, respect and respond to the journal that always satisfies their primary interest ■ ■ ■ ■

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

* *A report covering the doctor's interest in editorial material and advertising in the First Six Issues of MODERN MEDICINE for 1961 is available on request. Contact your nearest MODERN MEDICINE office.*

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médicine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia



modern converter
PMMI Sees 20,000 At $6 Million Show
NFPA Names 63 Best Packages, 4 Win 23
Flintkote Starts Up Magnolia Facility
G-P Enters Paper Bags
Convention News
DISTRIBUTED AT NATIONAL PAPER TRADE ASSOCIATION CONVENTIONS
ASSN. TO DECIDE CONCLAVE CITIES
Modern Stationer
CONVENTION DAILY
COMMERCE CHIEF HODGES ON TODAY
The HEARING DEALER
"EVEREADY" BRAND FEATURES A COMPLETE LINE OF BATTERIES FOR ALL TYPES OF HEARING AIDS.
1961
DRIVE-IN OPERATORS Handbook
PAPER SALES
Rolls Boost Sales
MODERN STATIONER
dpc
EST. 1900
the Paper Year Book
THE NINETEENTH ANNUAL EDITION 1961
Efectos de Escritorio
FUR BREEDER
How to Avoid
See Page 10
JULY 1961
DRIVE-IN MANAGEMENT
FISHBURGER 29¢
EGG SALAD 19¢

Davidson Publishing Company

joins

O J I B W A Y   P R E S S ,   I N C O R P

Board of DIRECTORS:
MARSHALL REINIG, *President* DAVIDSON PUBLISHING COMPANY
ROYAL ALWORTH, Jr., *President* ONEIDA REALTY COMPANY
HOMER COLLINS INVESTMENTS
ROBERT EDGELL, *Executive Vic* DAVIDSON PUBLISHING COM

Ojibway press, inc.

CATHOLIC PROPERTY
ADMINISTRATION
op
AN OJIBWAY PUBLICATION
HOSIERY and UNDERWEAR
ELECTRICAL ELECTRONIC
PROCUREMENT
ELECTRONIC TECHNICIAN
SERVICE
"MAGIC EYE"
INDICATORS
INDUSTRIAL
ELECTRONIC
ENGINEERING
& Maintenance
Lingerie
Burlington Tricot

Ojibway Press, Inc. was organized six months ago and has since announced the purchase of six business publications, each an undisputed leader in its field. Now the 61-year-old Davidson Publishing Company and two of its affiliates join Ojibway Press. In this step toward publishing leadership, Ojibway acquires eleven additional publications, and the Davidson Printing Company with its extensive production facilities and skilled personnel.

In less than half a year, Ojibway has united as one company some 250 business paper specialists including editors, writers, photographers, publishers, printers, artists, salesmen and other specialized publishing talent.

The headquarters of the company are in Ojibway's own building at 1 East 1st St., Duluth. The printing plant, also located in Duluth, consists of both letterpress and offset equipment, with electronic typesetters as well as electronic accounting, subscription and data processing equipment. Ojibway branch offices, with editorial, sales and publishing personnel are maintained in New York at 480 Lexington Avenue, in Chicago at 221 North LaSalle Street, and in Los Angeles at 1145 West Sixth Street.

The skill and enterprise of Ojibway's people . . . the efficient tools of its modern plant, are dedicated to providing readers and advertisers with editorial and marketing services of the highest standard.

You can count on continued growth at Ojibway Press. The seventeen publications shown are a transient total, for today's announcement is but another step in a program to build one of the nation's leading publishing companies.

RATED *GENERAL OFFICES—ONE EAST FIRST STREET—DULUTH TWO, MINNESOTA*

ident / ***HERSCHEL FRYBERGER,** Partner* *FRYBERGER & FRYBERGER* / ***C. E. FULLER, Jr.,** General Partner* *THOMSON & McKINNON* / ***J. G. SELLWOOD,** Chairman of the Board* *NORTHERN CITY NATIONAL BANK* / ***GEORGE SOMERO,** President* *FIRST NATIONAL BANK, ELY*

TV GUIDE HAILS COLOR TV BREAKTHROUGH

In a recent issue TV Guide said: "More interest, more sets, more shows indicate that this is the year of the big breakthrough for Color TV." Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900.

TV Marketeers Acquires Six Adventure Series

TV Marketeers, New York, has acquired syndication rights for "The Flying Doctor," a series of 39 half-hour episodes, for its first run in the U.S. The series, starring Richard Denning as an American citizen who joins Australia's "Royal Flying Doctor Service," was shot on location. It is available for a January start.

TV Marketeers also has acquired distribution rights to five other action-adventure series. They are "Dr. Hudson's Secret Journal," 78 episodes; "Headline," 39 episodes; "Heart of the City," 91 stanzas; "Mayor of the Town," 39 shows; and a number of episodes of "Author's Playhouse."

Broadcast Media Will Be Your Rival for Liquor Ads, Tiffany Tells 'Esquire' Salesmen

NEW YORK, Nov. 21—Liquor advertising on radio and television is inevitable, despite strong opposition from the National Assn. of Broadcasters and Distilled Spirits Institute codes, said Earl H. Tiffany Jr., vp of Ellington & Co.

Mr. Tiffany, who has supervised the advertising of a number of distillers' accounts at Ellington and other agencies, told Esquire Inc. salesmen at the company's annual sales meeting, "You'll have to find the qualitative strengths to offset a $2.50 cost per thousand offered by broadcast media against your own cost per thousand of anywhere from $7.50 to $10.00."

■ While emphasizing that he was not advocating a breakdown of the codes, Mr. Tiffany, currently account supervisor on Carrington & Co. Canadian liquors, said that the decline in the per capita consumption of liquor in the U.S. since 1946 eventually will cause liquor advertisers to put aside "moral and public relations considerations, which are invalid anyhow." And with the growth of uhf tv stations, "broadcasters will inevitably seek to broaden the bases of advertising revenue, and liquor advertising will be eyed eagerly."

■ Questioning the logic of calling liquor advertising immoral on radio-tv but not in print, the Ellington executive offered this challenge:

"How can you defend it, when an important percentage of the readership of magazines which carry big liquor schedules lies in age groups under 21? How can you say that broadcast advertising is immoral, when the sports pages of newspapers—probably the section most avidly read by youngsters—are the favorite position for liquor advertising?"

To fight broadcasting's lower per-thousand costs, Mr. Tiffany advised quality magazine salesmen to promote their prestige audience. To the liquor advertiser's anticipated question, "Who buys our product?" Mr. Tiffany suggested this answer: "The more affluent members of our society, who have more cultivated tastes and who select a brand on the basis of consumer image—in short, the personification of the quality magazine reader." #

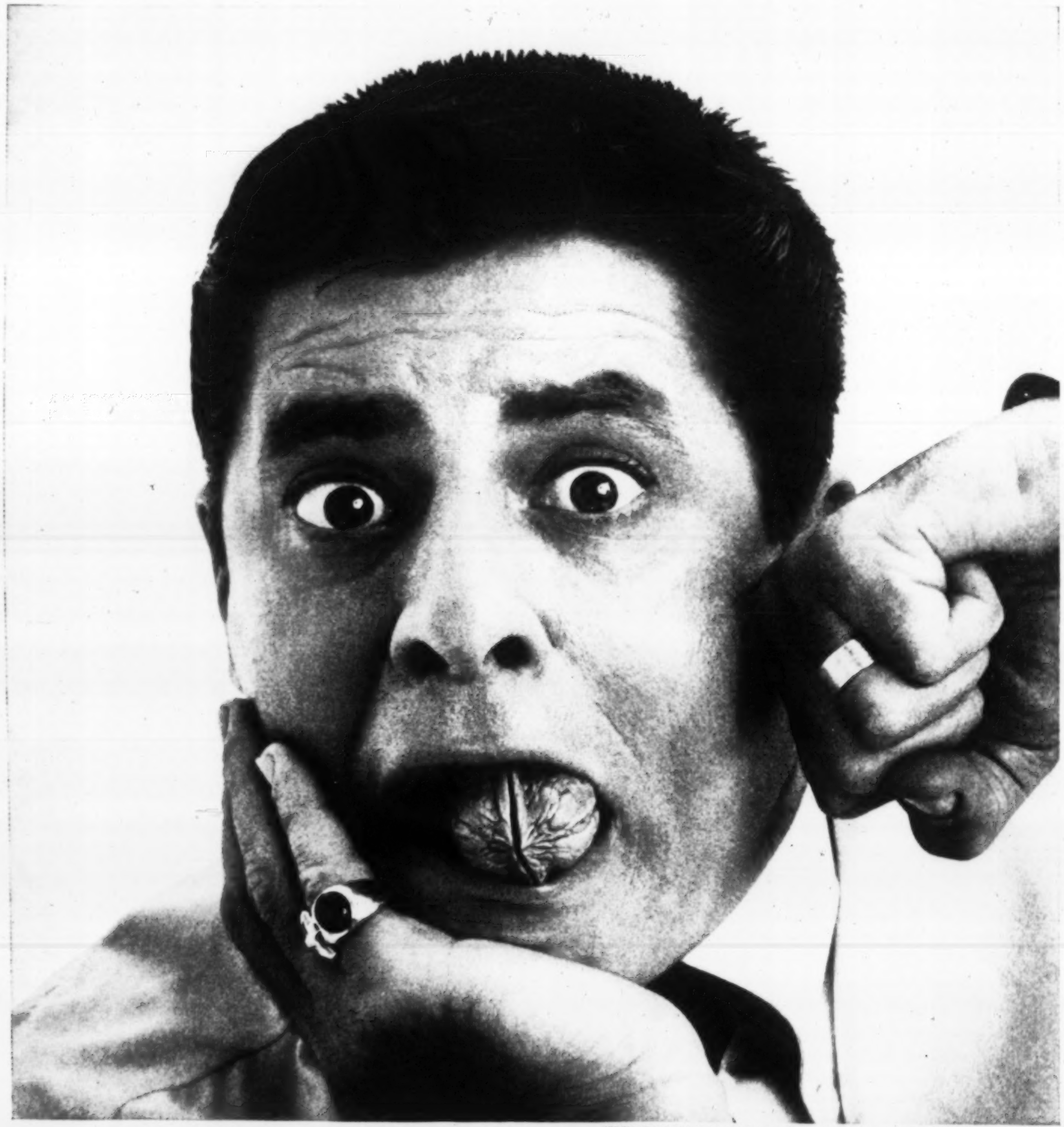
CBS Reports Third Quarter Sales Down, Income Up

Columbia Broadcasting System, New York, reported net sales of $98,250,501 for the third quarter of 1961, compared with $104,760,250 for the corresponding period last year. Consolidated net income for the quarter was $3,244,181, as against $2,827,144 for the third quarter of 1960.

Net sales for the first nine months of 1961 were $339,018,246, compared with $336,582,220 for the comparable period last year. Consolidated net income for the first nine months of 1961 was $12,653,513, compared with $15,496,313 the year before. Some of the loss and expense for the ~~1961~~ period was attributed to the discontinuance of the CBS Electronics division.

Burton Mount Names Kohn

Burton Mount Corp., New York, U.S. distributor of Polymicro universal copier and Arcor-Electronic copier, reproduction processes from France, has moved its account from Newmark, Posner & Mitchell to Abner E. Kohn Associates, New York.



JERRY LEWIS STARS IN HIS OWN PRODUCTIONS RELEASED BY PARAMOUNT

Tough nut to crack? If you're trying to dent high costs, here's something you can get your teeth into. By specifying Consolidated Enamel Printing Papers for sales folders, catalogs and other printed material, you cut costs, *yet maintain finest quality.* As the world's largest enamel printing paper specialist Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Paper Merchant. He can really help you crack down on high costs.

Available only through your Consolidated Paper Merchant.

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

JUST ASK FOR MARIE...
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

"As well as I know how now"–

Old joke. Farmer to county agent: "I ain't farming half as well as I know how now." The old joker, if he ever existed, today works in a factory, or is on relief. Because competition and high costs have forced out the half-way farmer.

Farms are larger, represent a greater investment. Farming is steadily changing, requires new buildings, mechanization, efficient operation—and SUCCESSFUL FARMING. SF is not only read, but studied, clipped, filed, consulted again and again.

For the volume producer of field crops and livestock, SF is a work manual, crammed with case histories of planting, fertilizer applications, pest controls, silage and crop storage, breeding, feeding, materials handling, barn, pen, and feedlot layouts, marketing, housekeeping. It helps the farmer plan his plan, build and buy better, get better yields from every acre, every building unit, every working hour. It helps the farm family live better.

And because SUCCESSFUL FARMING has been helping the country's best farmers for fifty-nine years, it has earned their confidence and respect—evident in the exceptional reception and response for the advertising in its pages.

With 1,300,000 selected circulation, SF represents one of today's best class markets. Its farm subscribers earn 70% more than the national farm average. And twelve regional and state editions plus the national edition permit localized, seasonal, and special promotions, dealer support, product and copy testing.

If you want more action from your advertising, use SUCCESSFUL FARMING. Details from any SF office.

Successful Farming

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Now . . .
TWO SEPARATE NEWSPAPERS
ONE LOW RATE BUYS BOTH

BUY A KING SIZE MARKET!

EL PASO TRADE TERRITORY
24 Counties in West Texas
and Southern New Mexico
1960 APPAREL SALES
$48,276,000.00
Over $14 million increase over 1958
This rich market thoroughly covered by
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206

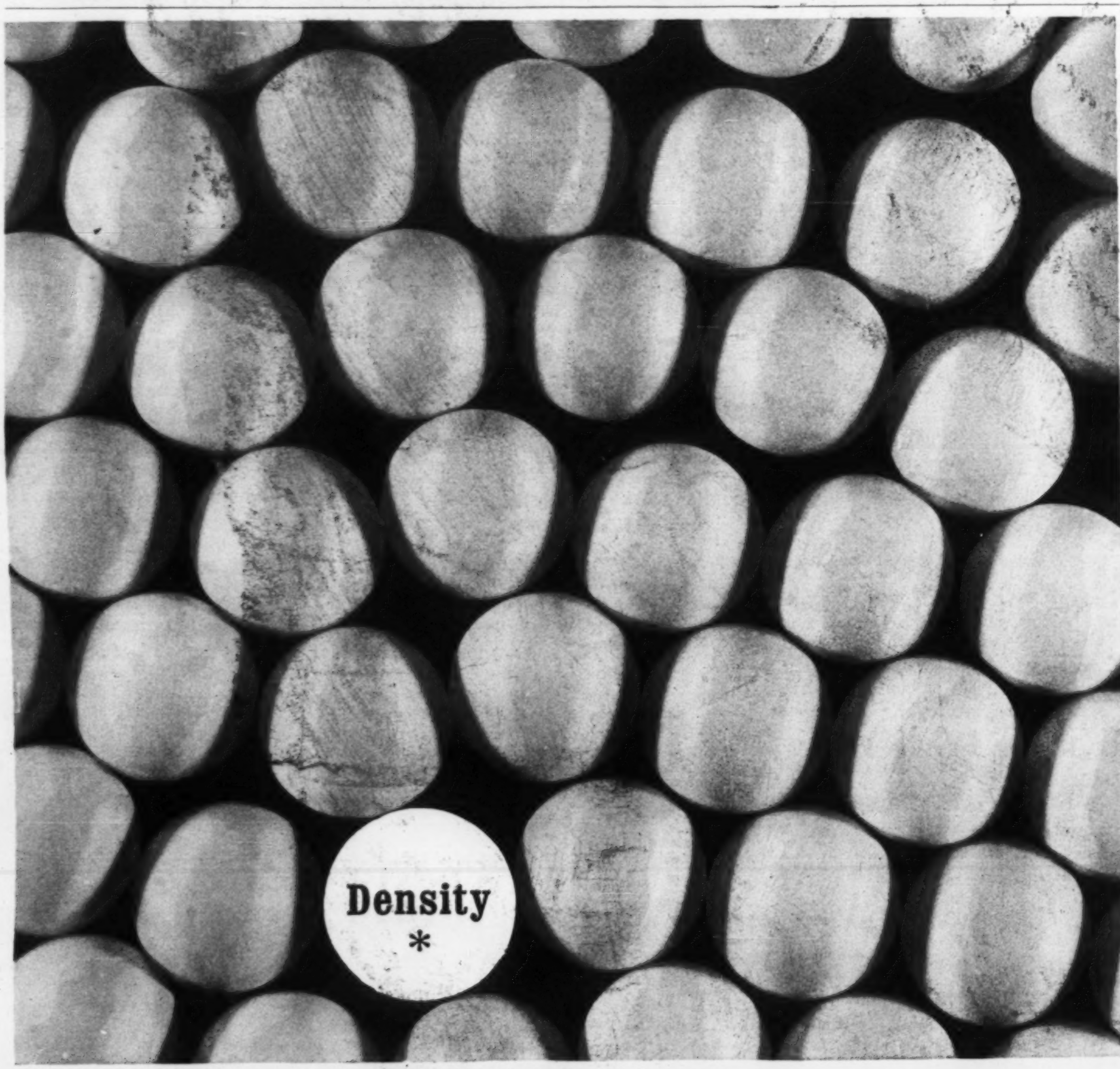
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

Campbell Launches Red Kettle Soup Mixes in East

Campbell Soup Co., Camden, N. J., has introduced its new Red Kettle soup mixes (AA, Oct. 23) in Philadelphia and eastern markets, with heavy spot tv announcements, and newspaper advertising. Chicken noodle with diced chicken meat, noodle with real chicken stock, beef noodle, onion, and cream of mushroom soups will be available immediately. Several other varieties have been tested and are expected to be introduced by the end of 1962. The mixes are packaged in hermetically sealed cans which are designed to keep air out and flavor in and resist tearing and puncturing.

Two Appoint Barron

Ray Barron Inc., Boston, has been named to handle advertising for the Rambler Dealers Assn. of Massachusetts and Nuclear Crystal Gloss base coat for floor wax, produced by Nuclear Research Associates, Quincy, Mass.



Compact, close, crowded . . . Providence, most crowded television market in the country, where more homes, more people respond most to WJAR-TV. Market conscious advertisers know the WJAR-TV combination of dynamic showmanship and dominant coverage that delivers fresh sales impact from a "Must Buy" audience.

WJAR-TV
AFFILIATED WITH WJAR RADIO
NBC · ABC
Represented by
Edward Petry & Co. Inc.

* ARB 1960 TV Homes

Beauty
and The Best

BEAUTY & BEAST—*The beauty and the beast fairy tale is retold a la Wolfschmidt vodka in four-color magazine pages like this.*

Beauty & Beast Gets New Twist (Lemon) in Vodka Promotion

NEW YORK, Nov. 21—Seagram's General Wine & Spirits Co. has scheduled eight four-color pages, beginning in *Life* Nov. 24, to retell the old story of Beauty and the Beast.

The fairy tale, dressed up for the occasion by Papert, Koenig & Lois, is the latest in the offbeat series for Wolfschmidt vodka.

The new ad features the Wolfschmidt decanter against a plain white background, with copy punctuated with stylized roman letters. This is how the Christmas classic reads for modern palates:

- "Naturally a lot of vodkas were mad about her, but Beauty merely said, 'Pour your heart out somewhere else. I'm waiting for my Prince.' One day her Prince arrived. Prince Wolfschmidt vodka. 'I love you Wolfschmidt,' Beauty said. 'You've got taste.' And soon they were married. Their story will be told wherever vodka drinks are mixed."

The ad will run in *Life* Dec. 8 and 15, *Look* Jan. 2, *Playboy* in January, and *The New Yorker* Nov. 25, Dec. 9 and 26. #

General Mills Launches Push

General Mills, Minneapolis, is inviting its consumers to "Bake up a Story for Christmas" with a holiday promotion featuring storybook characters, designed to capture the imagination and Christmas spirit. A 20-page booklet containing 30 recipes will be packed in every 1 lb. or larger sack of Gold Medal Kitchen Tested flour. Recipes will feature four General Mills products, Betty Crocker cake mixes, Gold Medal flour, Betty Crocker date bar mix and Bisquick. Newspaper advertising and television will also be used. Batten, Barton, Durstine & Osborn is the agency.

Dowden Opens Own Agency

Donald A. Dowden, formerly director of publicity of M. Russell Berger, Philadelphia, has opened his own agency, D. A. Dowden Advertising, Philadelphia, with offices in the Lewis Tower Bldg. At the same time, Dowden has been named to handle advertising for Voltar Inc., Philadelphia, manufacturer of batteries.

Chudacoff Adds Two

Los Angeles Period Furniture Mfg. Co. and Joseph M. Rosenberg Co., industrial building organization, and its subsidiaries have appointed Chudacoff & Margulis Advertising, Los Angeles, to handle their advertising.

WHO BUYS LIQUID FLOOR WAX IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: LIQUID FLOOR WAX TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 71.3% (369,300)

CHARACTERISTIC	LIQUID FLOOR WAX USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	46.7%	21%	23%	14%
$3000 - $4999	69.4	32	34	19
$5000 - $6999	78.9	45	39	22
$7000 or more	89.4	59	47	17
AGE (Head of Household)				
Less than 35	75.4%	37%	36%	14%
35 to 50	72.9	39	34	20
50 or more	66.6	36	37	20
FAMILY SIZE				
1 or 2	62.3%	36%	36%	17%
3 or 4	80.8	41	37	20
5 or more	69.8	35	33	18
OCCUPATION				
White Collar	82.8%	49%	42%	20%
Blue Collar, Skilled	75.5	35	35	22
Unskilled & Farm	57.5	28	27	9
Other	54.2	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, 1961-62
Sales Management Survey of Buying Power, May 10, 1961

More than 71% of the 517,900 families who make up the Houston market buy self-polishing liquid floor wax for home use . . . and any way you apply it . . . that's a fertile figure for folks who market fluid floor finish.

But fertile figures alone . . . no matter how large or impressive . . . are only one measure of a market.

The real importance of a market for a particular product and brand is a composite of many features and characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells liquid floor wax producers that folks who do their home beautification the self-polishing way, tend to have higher incomes, are middle aged or younger, lean toward the median in family size and increase in numbers as they go up the occupational scale.

It also tells advertisers that the same characteristics that apply to the use of liquid floor polish in Houston also apply to readers of THE HOUSTON POST.

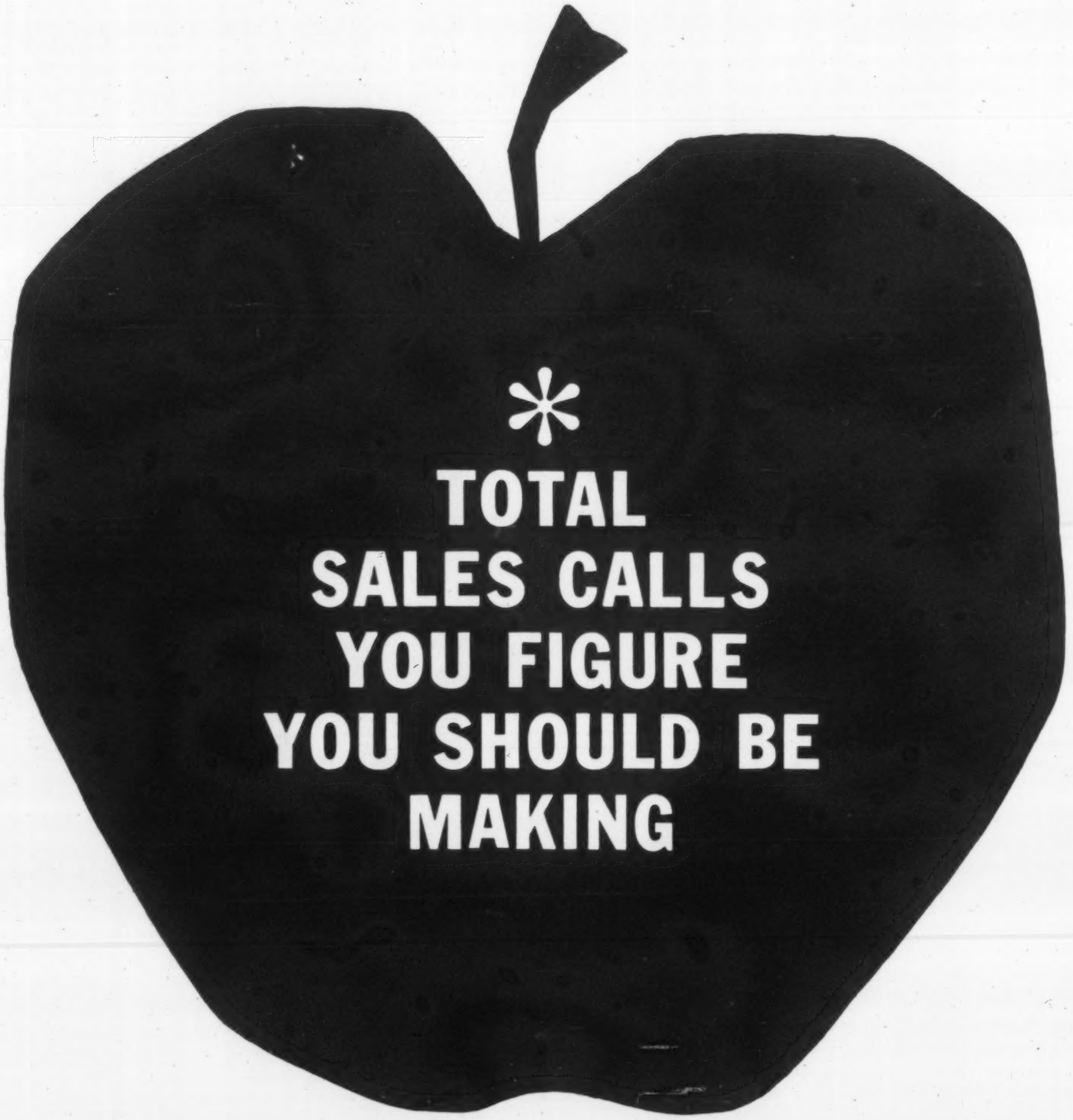
Whether you're selling liquid floor wax or luncheon meat, tea or television sets, HOUSTON POST PROFILE RESEARCH can give your marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

Why advertise at all?

Chilton's M-A-P offers this simple formula to help you determine your BIG APPLE*


*
TOTAL SALES CALLS YOU FIGURE YOU SHOULD BE MAKING

*YOUR BIG APPLE!

Figure it out right on this page!

a. Number of plants in your market*.......................... ________

b. Average number of influences per plant*...................... ________

c. Number of times you should call on each influence per year..... ________

A x B x C = D

Total sales calls you figure you should be making per year... ________

YOUR BIG APPLE!

e. Number of full-time salesmen you employ.................. ________

f. Average number of sales calls each makes per year............ ________

E x F = G

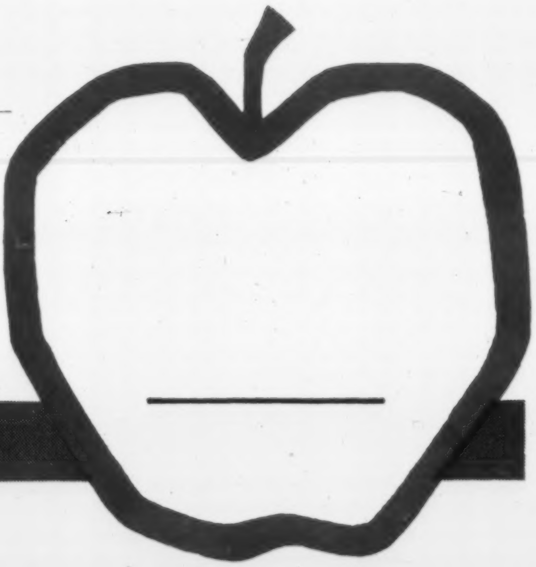
Total sales calls you are now making per year... ________

YOUR REACH TOWARD THE BIG APPLE!

YOUR BIG APPLE (D) .... ________

LESS CALLS YOU'RE NOW MAKING (G) ________

UNMADE SALES CALLS ...... ________



Who should make them... ________

SALESMEN OR ADVERTISING?

The typical industrial company often finds its sales force can make less than one-third or one-fourth of the necessary calls.

---

*If you want help in determining the number of plants and influences in your total market, call on Chilton's Marketing Assistance Program.

SEE NEXT PAGE ➧

ADVERTISE IN CHILTON BUSINESS MAGAZINES TO . . .

Call on the men your salesmen never see . . .

Call consistently on the men your salesmen seldom see . . .

Tell the full story of your product and company . . .

Repeat your sales story without interruption . . .

Make hundreds of calls for the cost of one personal sales call . . .

Make many new contacts in the ever-changing market . . . and fast . . .

Help combat efforts of competitors with larger sales staffs.

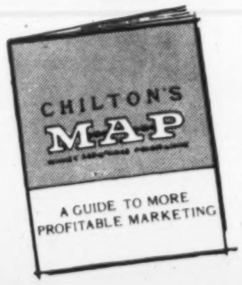
CHILTON COMPANY

Chestnut & 56th Sts., Philadelphia 39, Pa. NBP

Department Store Economist • The Iron Age • The Iron Age Metalworking International • Hardware Age • The Spectator • Motor Age Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aerospace Management • Hardware World • Optical Journal • Jewelers' Circular-Keystone • Food Engineering Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

Write on your business letterhead, or see your Chilton representative, for a copy of the complete "Why advertise at all?" presentation in booklet form.

Call on Chilton's Marketing Assistance Program for help in precisely defining the number and location of plants and influences in your total market.



Donze Douglas Dougherty Hyland Bates Dailey Burk

NEW LEADERS—*Newly elected officers of the Missouri Broadcasters Assn. are Robert Hyland, KMOX, St. Louis, president; Harold Douglas, KMMO, Marshall, secretary-treasurer; Don Dailey, KGBX, Springfield, vp; and Elmer Donze, KSGM, St. Genevieve; Earl Dougherty, KXEO, Mexico; William Bates, WDAF-TV, Kansas City; Sam Burk, KIRX, Kirksville; the new board of directors.*

Dixon Reference to Abbott Ad Misleads, Garden Charges

WASHINGTON, Nov. 21—An executive of Abbott Laboratories, North Chicago, Ill., has charged Federal Trade Commission Chairman Paul Rand Dixon with making a totally misleading reference to an Abbott medical ad.

Paul Garden, Abbott vp and general counsel, made his charge in a formal statement to the House committee on interstate and foreign commerce, in which he also criticized the Dingell bill (H.R. 6471), saying it "would radically change the function of medical advertising as we know it today."

Chairman Dixon had referred to an Abbott ad for a diuretic, Oretic, as one failing to deal with "side-effects and contra-indications" in testimony given by letter to the committee during hearings on the Dingell bill, which would require that information on side effects and contra-indications should be included in prescription drug ads.

■ Mr. Garden said the ad Chairman Dixon referred to was a reminder page in an extensive series of journal ads and direct mail items dealing in great detail with the question.

Mr. Garden listed in detail all the literature and advertising to physicians which had accompanied the introduction of the drug. The first ad in the series had been eight pages long, he said, with a complete statement of precautions and side effects, and reprints of this ad had gone to 106,000 doctors.

Mr. Garden also said the Dingell bill "must be regarded with deep concern by the advertising profession and by business management in general. If medical ads come under such impracticable controls, what other forms of advertising will be next?"

He said the bill confuses advertising with labeling. "Since an ad would have to be cluttered with detailed information, it could hardly be attractive or interesting. It would serve the purposes of labeling only [if] additional pages were used. This would become extremely expensive." #

KIRO-TV Names Lantry

KIRO-TV, Seattle, has appointed J. H. (Jack) Lantry director of promotion and merchandising. Mr. Lantry was formerly director of promotion and merchandising of KXLY-TV, Spokane.

KDAL Elects Ramsland

Odin S. Ramsland has been elected exec vp of KDAL Inc., Duluth-Superior. Mr. Ramsland, who continues as general manager, has been with KDAL radio and tv since 1937.

four letter word

for strong, steady, balanced business growth is I-O-W-A! And you spell it "I" for Industry and "A" for Agriculture. Item: Prices received by Iowa farmers for all farm products are up 3 to 6% over last year. Item: Iowa Manufacturers Association reports a 57% business increase during first 6 months of '61. Iowa's economy is growing like its famous corn ...it's got millions of **buying-type** prospects who are ripe for your product. Sell the whole booming state with the hometown paper for the whole state of Iowa . . .

IOWA

DES MOINES
REGISTER AND TRIBUNE

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES — NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

As the new owner of WROC, Veterans Broadcasting Company, Inc., is proud to bring you the Rochester area's ONLY complete broadcasting service... WROC-TV, WROC Radio and WROC-FM.

You will find the best of news, drama, education, suspense and entertainment on WROC-TV, basic NBC and ABC Affiliate. You will see your favorite programs every day over Channel 5 from the early morning TODAY Show through the popular Jack Paar Late Show. You will enjoy the top spectaculars. And ONLY on WROC-TV in Rochester can you thrill to the world of wonderful, living color.

In the months ahead WROC will introduce a new concept in radio broadcasting. You will discover excitement, fun, entertainment you've never had before... just by dialing 1280.

In FM—WROC will bring you finer programming and music for your listening pleasure as a member of QXR network of fine music stations.

This is what's ahead. We at WROC, the officers, directors and staff, are aware of our responsibility to the vast viewing and listening audience in our area. We pledge to bring you television programs you will view with pleasure...radio you'll enjoy... entertainment for the entire family in all broadcast media.

Ervin F. Lyke

OFFICERS
ERVIN F. LYKE, President, Treasurer and Director
GRANTIER NEVILLE, Secretary and Director
PAUL C. LOUTHER, Vice President
F. CHASE TAYLOR, Vice President
GEORGE M. CLAFFEY, Vice President

Only Complete Broadcasting Service in Rochester, N.Y.

WROC / TV CHANNEL 5 / RADIO / FM

Formerly WVET-
Rochester, N.Y.

NATIONAL TELEVISION REPRESENTATIVE—EDWARD PETRY & COMPANY
NATIONAL RADIO REPRESENTATIVE—ROBERT E. EASTMAN

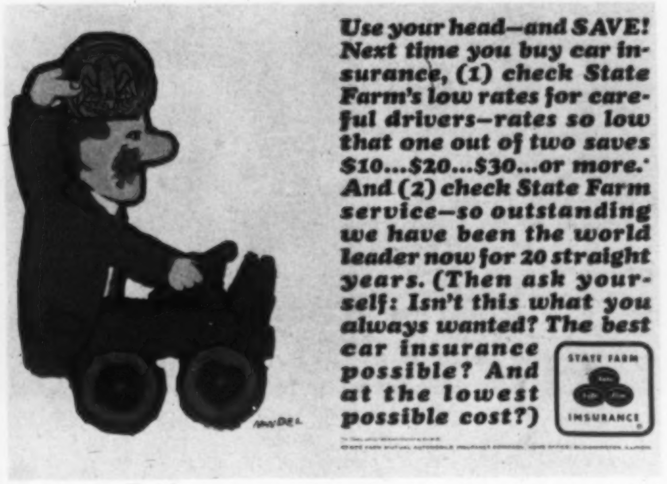
who do you know in OMAHA?
KMTV, that's who!

We can tell you who buys what in Omaha and when and where they buy it. We probably know your client's rep or broker, too.

The point is this: You have a friend in Omaha who can make your next spot schedule more effective through on-the-spot market information and personalized merchandising.

(KMTV is first choice in Omaha, and delivers more homes in Lincoln than the other Omaha stations combined.*) Call us direct, or through our Petry extension.

*March Lincoln and June Omaha ARB's.



Use your head—and SAVE! Next time you buy car insurance, (1) check State Farm's low rates for careful drivers—rates so low that one out of two saves $10...$20...$30...or more.* And (2) check State Farm service—so outstanding we have been the world leader now for 20 straight years. (Then ask yourself: Isn't this what you always wanted? The best car insurance possible? And at the lowest possible cost?)

NEW APPROACH—*State Farm Mutual Automobile Insurance Co., Bloomington, Ill., tries a new approach next year with magazine spreads like this featuring poster art instead of photographs as in the past. The new campaign breaks in January in magazines and newspapers. Needham, Louis & Brorby is the agency.*

Sell to EUROPE

The Rich Multi-million Market BIGGER THAN THE U.S.!

N
OSLO
STOCKHOLM
MANCHESTER
LONDON
KØBENHAVN
AMSTERDAM
HAMBURG
ROTTERDAM
BERLIN
BRUXELLES
FRANKFURT
PARIS
MÜNCHEN
ZÜRICH
WIEN
BERN
MILANO
ROMA

through TEAM
Top European Advertising Media

THESE LEADING NEWSPAPERS ARE YOUR SALES FORCE IN EUROPE...
DIE PRESSE Austria
LE SOIR Belgium
HET LAATSTE NIEUWS Belgium
THE GUARDIAN Britain
BERLINGSKE TIDENDE Denmark
LE FIGARO France
LE MONDE France

T.E.A.M. newspapers are the answer to your advertising in Europe. Individually, they command high quality readership in their own countries by virtue of editorial prestige. Collectively they offer the advertiser the cream of newspaper readers in the rich and rapidly growing European market. Full details of the T.E.A.M. newspapers are in the brochure recently published. A few copies are still available from The Guardian's office, 20 East 53rd Street, New York 22, N.Y., where Mr. Rex Hearn will help you to take advantage of T.E.A.M. advertising in the only group of daily newspapers offering full coverage of the vast European Market.

DIE WELT Germany
FRANKFURTER ALLGEMEINE Germany
SÜDDEUTSCHE ZEITUNG Germany
CORRIERE DELLA SERA Italy
IL MESSAGGERO Italy
ALGEMEEN HANDELSBLAD Netherlands
NIEUWE ROTTERDAMSE COURANT Netherlands
AFTENPOSTEN Norway
SVENSKA DAGBLADET Sweden
NEUE ZÜRCHER ZEITUNG Switzerland

THE SECRETARY, TEAM, ALGEMEEN HANDELSBLAD, N.Z. VOORBURGWAL 234-240, AMSTERDAM, HOLLAND

Philco to Promote TV Portables in Two Print Media

PHILADELPHIA, Nov. 21—Philco Corp. will launch a consumer campaign for its new Town & Country portable tv in Sunday supplements and magazines in December, using the theme, "World's finest high performance portable tv."

Philco will run b&w pages in *Esquire*, *Holiday*, *Life*, *The New Yorker*, *Sports Illustrated*, *Sunset Magazine* and *Town & Country*. The first of the consumer ads begin Dec. 3 in Sunday supplements. Philco is using the Sunday Metropolitan Group; *All Florida;* and the *American Weekly* Texas Group. The b&w pages incorporate a gutter column of dealer listings, in a total of 33 markets.

A preceding trade campaign included a two-week teaser schedule followed by a four-page insert in *Home Furnishings Daily*. Spread versions of this will be run this month in *Electrical Merchandising Week* and *Mart*. Batten, Barton, Durstine & Osborn, New York, is the agency.

■ The new Town & Country is a 19" portable, in black and chrome, featuring new wedge or tapered shape; hide-away handle, on-off controls and channel changer are on top. #

Leech Adds 2 Accounts

Leech Advertising Co., Cleveland, has been named to handle advertising for Cleveland Brass Mfg. Co., Kinsman, O., manufacturer of brass and iron valves for gas and water use, and H-P Inc., Louisville, O., manufacturer of residential, professional and light commercial Vacu-Flo built-in vacuuming systems.

Burns Joins Davis

Charles E. Burns has joined Davis Advertising, Worcester, Mass., as an account executive. Mr. Burns was formerly with Culver Advertising and Walter B. Snow & Staff, Boston.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

BUSINESS
WEEK

Predictions for 1962

1. A barber will ask for a Business Week subscription and be declined.
2. Business Week will provide the greatest management readership per advertising dollar of any magazine in its field.
3. Many readers will ask us to perforate Business Week's pages for easier clipping and filing.
4. More business and industrial advertisers will use BW than any other magazine in its field.
5. A musician will ask for a Business Week subscription and be declined.
6. More corporate advertising will run in Business Week than in any other magazine.
7. Several people will confuse Business Week with *This Week* or *Newsweek*.
8. Business Week will rank either first or second in total advertising pages, according to PIB.
9. There will be several indignant letters from people whose subscriptions are declined—and we will explain once more that subscriptions are solicited *only* from management men—because Business Week is published for and *used* by management men.

HE WORKS IN A TECHNICAL ENVIRONMENT...
SELL HIM IN ONE
SURVEY

READERSHIP STUDIES show that advertising is more thoroughly read in a technical editorial environment; that SPACE/AERONAUTICS is the magazine Aerospace Technical Management prefer for technical information.

BUYING INFLUENCE STUDIES show that inquiries produced by advertising in SPACE/AERONAUTICS result in sales.

LIKE TO CHECK? Run either type of study yourself. We'll pay—check our salesmen for details.

Space/Aeronautics

THE MAGAZINE OF AEROSPACE TECHNOLOGIES

OCTOBER 1961

Weimer Pursell

Materials for Solar-Energy Systems

- Maser R&D
- Solid-Propellant Gas Generators
- Thermal Factors in Equipment Design

FOR MORE DETAILS ON S/A SEE SRDS, SECTION #7

A CONOVER-MAST PUBLICATION

Keep the food market operators informed—advertise in the

Southern California grocers journal

Owned and published by the Southern California Food Market Operators since 1912. Issued weekly.

1206 Maple Ave., Los Angeles 15, Calif. Richmond 9-3201

Theater Chain Offers Free Ticket if Ads Mislead

Trans-Texas Theaters, which operates 11 movie theaters in El Paso, Tex., has initiated a system whereby a patron who feels he has been misled by advertising for the film or who has not enjoyed the film, gets a ticket-back pass good for admission at one of the chain's theaters on another date.

'Lawn/Garden/Outdoor Living' Will Be Published in March

Implement & Tractor Publications, Kansas City, will begin publication of *Lawn/Garden/Outdoor Living*, a business paper, in March. A one-time page will cost $550. Circulation is estimated at 36,000 and will include a variety of trade outlets.

Bria-Van Dyke, White Merge

Bria-Van Dyke & Bishop White Advertising has been formed at 4530 N. Central, Phoenix, with billings estimated at $500,000 annually. Francis L. Bria, formerly head of Bria-Van Dyke, is president. Bishop White is exec vp, and Gretta Van Dyke is creative director.

GREAT INSTITUTIONS ...built on skills

Bronze statues of the Mayo brothers, founders of the Mayo Clinic.

MAYO CLINIC

KWTV OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

Coming Conventions

(Listed Alphabetically)

*Indicates first listing.

Advertising Federation of America, midwinter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16, 1962.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, annual publishers meeting, Homestead, Hot Springs, Va., May 6-9, 1962.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2, 1962.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24, 1962.

***Inland Daily Press Assn.**, winter meeting, Drake Hotel, Chicago, Feb. 18-20, 1962.

AWRT Chapter Elects Officers

Pat Cranston, associate professor of radio and tv, of the school of communications, University of Washington, has been elected president of the Washington State Evergreen chapter of American Women in Radio & Television, Seattle. Also elected were Edna Hanna Strosnider, sales promotion manager, KOMO and KOMO-TV, vp; Nancy Ramaker, promotion manager, *TV Guide*, secretary; and Dorothy Sortor, public relations assistant, KOMO and KOMO-TV, treasurer. Miss Cranston and Miss Strosnider are completing the last half of their two-year terms.

Martin Adds Robers to Name

Upon the appointment of Gene Paul Robers as president and treasurer and Willis S. Martin as chairman of the board, Willis S. Martin Co., Fort Wayne, Ind., has changed its name to Martin & Robers. Mr. Martin, formerly president and treasurer, founded the agency in 1934. Prior to acquiring controlling interest in the corporation, Mr. Robers was general sales manager of the Thermoid division, H. K. Porter Co., Pittsburgh.

'Cotton Trade Journal' Sold

The *Cotton Trade Journal & Agricultural Reporter* has been sold by Francis G. Hickman to Cotton States Publishing Co., Hickman Bldg., Memphis. Seton Ross, formerly associate publisher, heads the purchasing company, and is now editor and publisher. Mr. Hickman will remain in an advisory capacity.

Tourism Study Completed

"The Future of Tourism in the Pacific & Far East," a study based on three and one-half years of research in 17 countries, has been published by the U.S. Dept. of Commerce. The report is available from the U.S. Government Printing Office, Washington, D.C., for $4.

Nielsen Revenue, Net Rise

Consolidated operating results of A. C. Nielsen Co., Chicago, for the fiscal year ended Aug. 31, show service revenue of $36,162,495, up 16.6% over 1960. This is the 28th consecutive year of revenue increases for Nielsen. Net income rose from $2,138,252 to $2,442,359.

THE CHICAGO TRIBUNE REACHES

more of the readers YOU WANT

There are 6,892,000 people in Metropolitan Chicago. And no matter how many buy your particular product, there are many more who could.

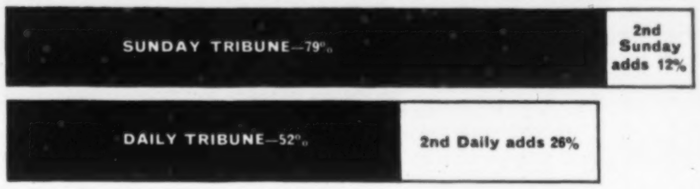
You're problem is not simply reaching more people; you need the kind of people who can—and do—buy. That's where the Tribune comes in. It delivers more buyers.

Take clothes dryers, for example. In Chicago and suburbs, 79% of all buyers of this particular appliance read the Sunday Tribune; 52% read the Daily Tribune.

Now maybe you market dishes, dresses or dairy products instead of dryers. It makes little difference. No matter what kind of buyers you're trying to reach, the Tribune delivers more of them than any other Chicago newspaper.

That's why, dollar for dollar of your advertising budget, the Tribune can produce greater sales and profits for you.

HOUSEHOLD COVERAGE OF CLOTHES DRYER PURCHASERS



The readers you want are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

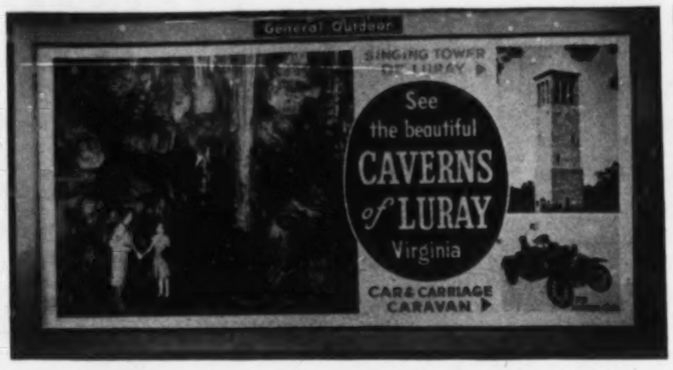
MARKET POWER: CHICAGO

More readers...more buyers...more results

the CHICAGO TRIBUNE

WLW-T TELECASTING OVER 52 COLOR HOURS WEEKLY

Cincinnati's WLW-T transmits an average of more than 52 hours of regular Color TV programming weekly. The big breakthrough in Color TV is here. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900.



LURAY LURE—*For the tenth consecutive year, the Caverns of Luray, Luray, Va., will use 125 boards like this from Harrisburg, Pa., to Norfolk, Va., to promote tourist travel to the attraction.*

Dow Jones Is 4th to Use Golden Showcase

NEW YORK, Nov. 21—Starting Dec. 15, Dow Jones & Co. will become the fourth user of General Outdoor Advertising Co.'s new Golden Showcase plan, using the medium to push its new national Sunday newspaper, the *National Observer*. The newspaper (AA, Nov. 13) is set to bow Feb. 4.

GOA's Golden Showcase was launched Oct. 1. Current users are Chrysler, Ballantine beer and Johnnie Walker scotch.

Devised especially for metropolitan New York, the plan combines doubledeck and side-by-side panels into giant units with copy area of more than 600 sq. ft. Limited to nine advertisers, the showcase provides 20 giant units a month, plus 60 standard 24-sheet panels. All units are rotated once a month over a minimum 13-week period. Total cost, including layouts and artwork, is $29,400, giving a daily circulation guaranteed at 1,500,000 at a cost of 21¢ per thousand.

The name derives from a metallic gold insert appearing on the giant units in place of standard white blanking paper.

■ Announcing Dow Jones' participation last week, Burr L. Robbins, GOA president, called the Golden Showcase "almost the creation of a new medium, whereby an advertiser with a modest budget can achieve impact in New York." He said the giant panels combine "quantity, size and excitement" in a single unit. #

Walsh Agency Wins Suit From Canadian Government

Walsh Advertising, Toronto, has been awarded $13,000 damages in a lawsuit filed against the Canadian federal government. The exchequer court judgment followed a 1958 action by Walsh seeking $160,580 in damages, when it claimed it had been wrongfully dismissed by the Bank of Canada as agency for the Canadian savings bond campaign, an account estimated to bill about $400,000 at that time.

Walsh won the Canada savings bonds account from MacLaren Advertising, Toronto, in 1956 and conducted the campaign in that year. In its petition, Walsh maintained that it was preparing the 1957 campaign when it was released by the Bank of Canada in July of that year, following the election of a Conservative government at Ottawa.

Erie and Hays Name Altman

Altman-Hall Associates, Erie, Pa., has been named to handle advertising for Erie Malleable Iron Co. and the automatic controls division of Hays Mfg. Co. Both accounts had been at John Harder Fenstermacher, Corry, Pa. Hays' waterworks supplies advertising remains with W. S. Hill Co., Pittsburgh.

Major ad agencies are studying it
NCS '61
Leading advertisers are studying it
NCS '61
NCS '61

NCS
NIELSEN COVERAGE SERVICE
1961

There are no secrets any more

(about radio or tv station coverage)

Nielsen Coverage Service '61, now available to all time buyers and sellers alike, provides the circulation facts for each radio and television station in the U.S. (including Alaska and Hawaii) showing:

. . . intensity of home coverage
. . . county by county (no clustering)
. . . day, night; daily, weekly

Your radio and tv schedules can now be checked for maximum coverage and for matching with your marketing areas. You (or others) can know just how efficiently your broadcast dollars are being spent.

Never before has such a wealth of reliable station coverage data—*radio and tv*—been available to all. Over 375,000 detailed questionnaires helped to ferret out current information on listenership in all 3000-plus counties.

Subscribers already know what a powerful marketing tool NCS '61 is . . . and are using it effectively . . . To know what they know . . .

Call . . . wire . . . or write today for immediate delivery of the NCS '61 facts you need . . . on any or all stations, radio or tv, in any or all 50 states.

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700
HOLLYWOOD 28, CALIFORNIA
1680 N. Vine St., HOllywood 6-4391

1454

Nielsen Coverage Service

a service of A. C. Nielsen Company

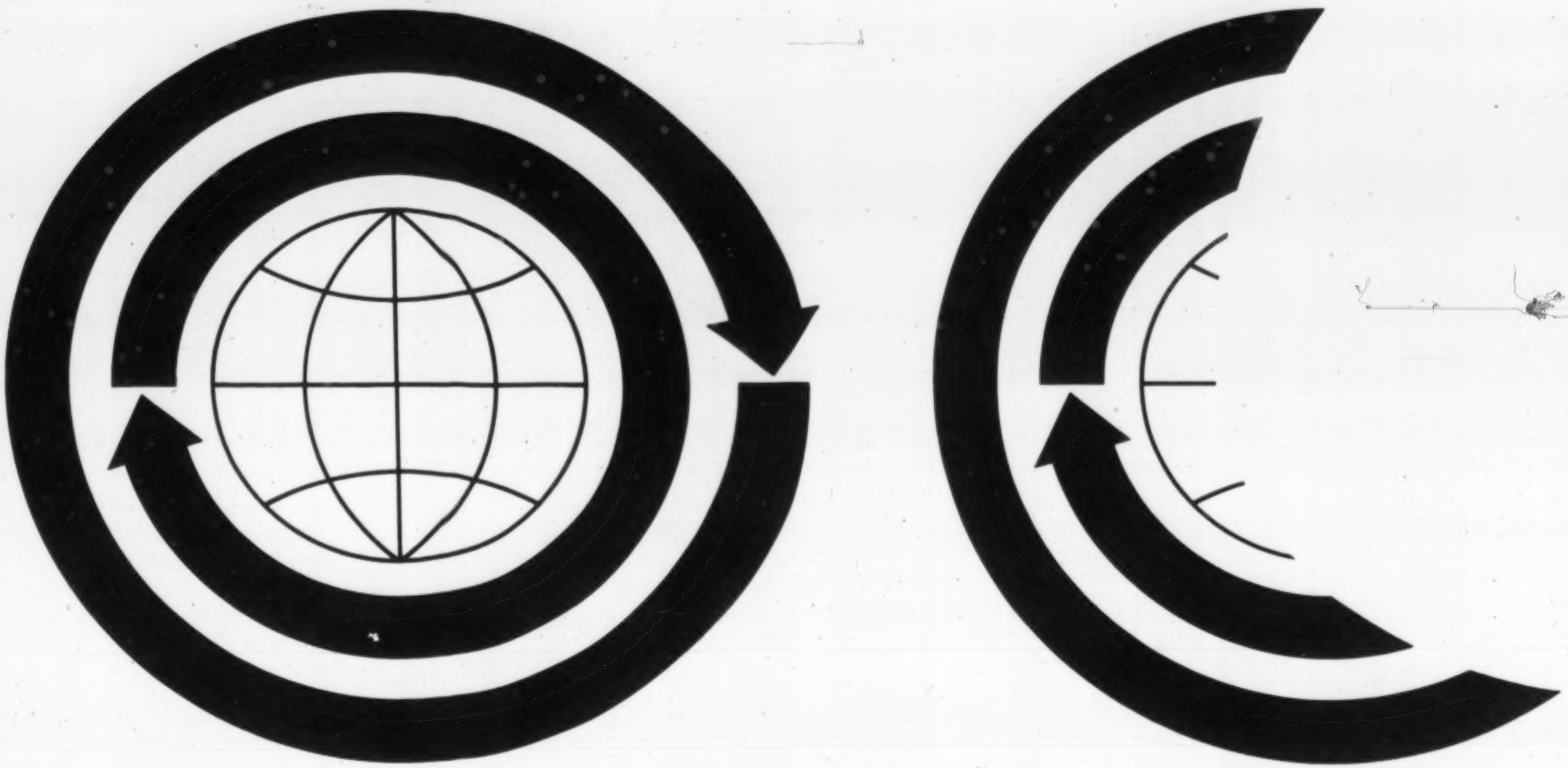
2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

壹*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

*壹 means First in Chinese



DAY OR NIGHT

In Washington, business news is apt to break any time of the day or night. When it does, reporters from

FAIRCHILD
BUSINESS NEWSPAPERS

are there to cover it. As a matter of fact, Fairchild maintains the largest business news bureau in the nation's capital.

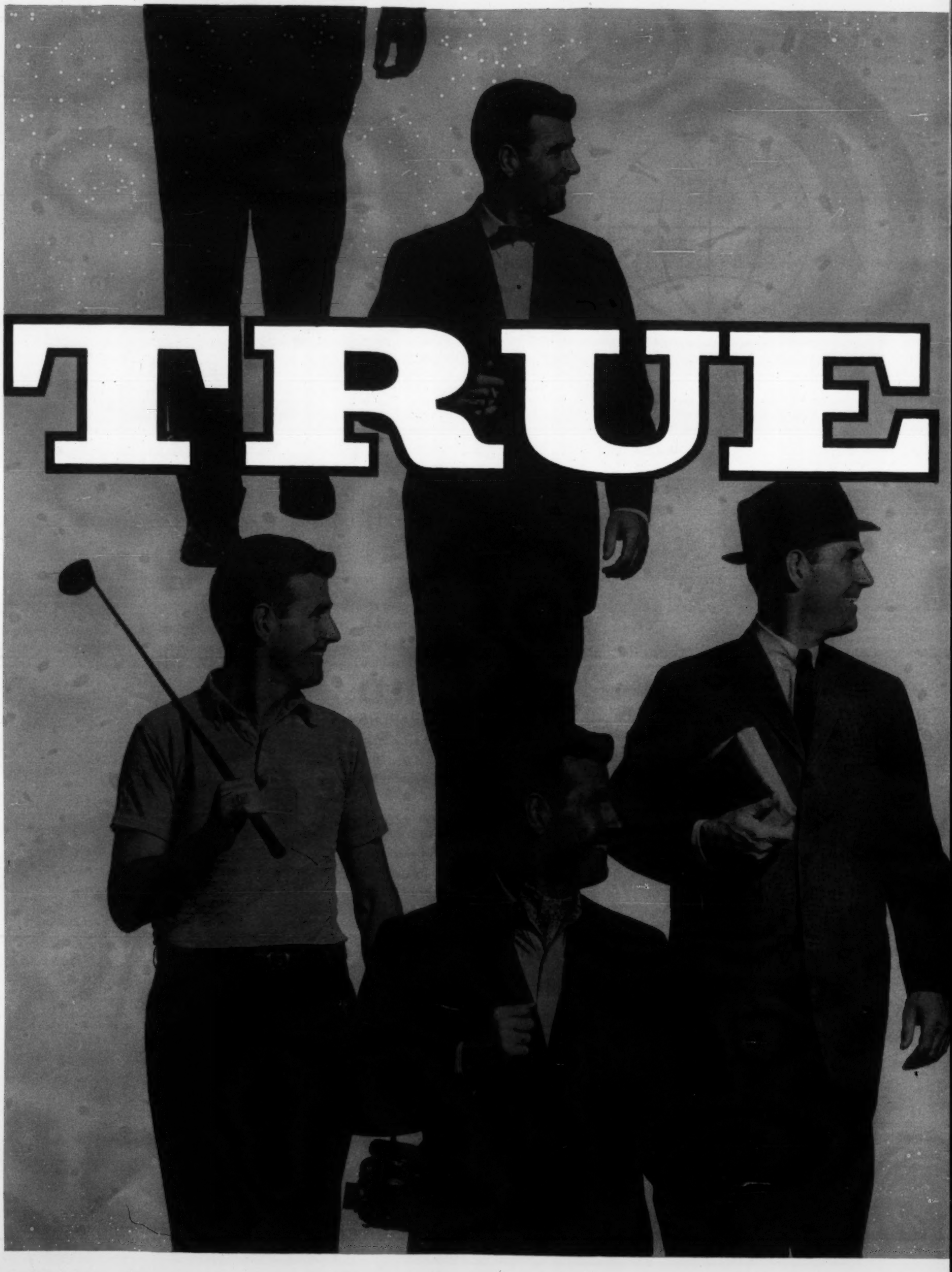
This depth of coverage is typical of Fairchild, the world's largest business newspaper organization. 39 business news bureaus and 858 correspondents are located in key areas around the world to assure fast, first-hand coverage of all the news of business. This is why Fairchild's one million business readers are the first to know the news of business...no matter where or when it occurs.

Shouldn't these million businessmen and women also be reading your advertising first?

THE BIG DIFFERENCE IS
NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY


TRUE

is first

The readers of True—the world's largest man's magazine—will spend over $600,000,000 for men's apparel in 1962.

$1.00 in True will reach 74 men spending $500 or more annually for wearing apparel—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

TRUE

A FAWCETT
PUBLICATION

Smith/Greenland Names Two

Arthur Iger, formerly marketing director of the consumer products division of S. Gumpert Co., has been named an account executive of Smith/Greenland Co., New York. He will work on the Downyflake foods account. Smith/Greenland also has named Beryl Seidenberg media director. Miss Seidenberg formerly was vp and media supervisor with Kastor, Hilton, Chesley, Clifford & Atherton.

Stickin' around WITH kleen-stik®

TILT-TIP PEN

IDEA NO. 199

"Tilt-Tip" Tied To TV Tickler
This *bright* quill by **Scripto's** Packaging Director **Ted Kingsford** and Art Dir. **Ken Bogel** makes a P.O.P. point that *sticks* for new "Tilt-Tip" pen introduced on TV. Quill was produced in Jr. and "large-economy" sizes (13" and 38"). **Maurice Towery** of **Longino & Porter, Inc.** lightened the litho load. **Bill Teem, Jr.** of **American Finishing Co.** did the two size die-cut and added the *grip* with **Kleen-Stik "Dubl-Stik"** tape. A Model 60 applicator applied 3 separate tape strips of different lengths all at the same time across the back of the quills. All firms are located in Atlanta, Ga.

IDEA NO. 200

Keeping Fashionable with Kleen-Stik . . .
The dizzy pace of keeping the girls happy by adding last minute fashions to publications and catalogs is now a *past* problem for **McCall Corporation**, Dayton, O. New McCall fashion pages and pattern envelopes, now stripped with **Kleen-Stik "D" Tape** are rushed to dealer pattern-counter catalogs the country over for a quick **Kleen-Stik** "peel and press" insertion — or, even added to new books during the last minute rush right at the McCall plant.

Pens or patterns, Kleen-Stik makes it easy to get where it belongs . . . and keep it there. See your printer, lithographer or silk screener for display ideas and other tricks using Kleen-Stik . . . or, drop us a line:

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

WORLD'S MOST VERSATILE SELF-STICKING ADHESIVE

SEND THIS COUPON TODAY FOR
FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.

Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....................................

Title.....................................

Company.................................

Address..................................

City..............Zone.....State.......

Nielsen Network TV

Two Weeks Ending Nov. 5, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	18,244
2	Bonanza (Chevrolet, NBC)	15,618
3	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	15,055
4	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	14,774
5	Perry Mason Show (Several sponsors, CBS)	14,680
6	Sing Along with Mitch (Several sponsors, NBC)	14,351
7	The Defenders—Week 2 (Brown & Williamson, Kimberly Clark, Lever, CBS)	14,258
8	Walt Disney's Wonderful World of Color (Kodak, RCA, NBC)	14,117
9	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	13,413
10	World of Bob Hope (Purex, NBC)	13,226

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	38.9
2	Bonanza (Chevrolet, NBC)	33.3
3	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	32.1
4	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	31.5
5	Perry Mason Show (Several sponsors, CBS)	31.3
6	Sing Along with Mitch (Several sponsors, NBC)	30.6
7	The Defenders—Week 2 (Brown & Williamson, Kimberly Clark, Lever, CBS)	30.4
8	Walt Disney's Wonderful World of Color (Kodak, RCA, NBC)	30.1
9	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	28.6
10	World of Bob Hope (Purex, NBC)	28.2

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	15,008
2	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	14,164
3	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	14,117
4	Bonanza (Chevrolet, NBC)	13,273
5	Perry Mason Show (Several sponsors, CBS)	12,429
6	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	12,288
7	Andy Griffith Show (General Foods, CBS)	12,241
8	Danny Thomas Show (General Foods, CBS)	11,631
9	Lassie (Campbell Soup, CBS)	11,491
10	Have Gun, Will Travel (Whitehall, Lever, CBS)	11,491

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	32.0
2	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	30.2
3	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	30.1
4	Bonanza (Chevrolet, NBC)	28.3
5	Perry Mason Show (Several sponsors, CBS)	26.5
6	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	26.2
7	Andy Griffith Show (General Foods, CBS)	26.1
8	Danny Thomas Show (General Foods, CBS)	24.8
9	Lassie (Campbell Soup, CBS)	24.5
10	Have Gun, Will Travel (Whitehall, Lever, CBS)	24.5

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Talent's at Hand, Needs Freedom to Flourish: Danar

ST. LOUIS, Nov. 21—Despite "current plaints and wails that there is a dearth" of creative people, Nat Danar, president of Nat Danar Inc., New York advertising consultant, feels "positive there is just as much—indeed, a great deal more—creative talent around today than ever before."

In a speech before the Advertising Writers' Club of St. Louis, Mr. Danar last week declared, "It stands to reason that a few agencies or geographical sections don't have a monopoly on creative people. The secret is this: Good management knows how to ferret out talent and cultivate it. They know how to hypo creative potential and know the profit potential of creativity.

■ "Management, at both the advertiser and agency level, must learn, come hell or high water, that creativity is freedom—freedom to explore and hack out new paths, freedom to fail many times, freedom to take a chance, freedom to experiment and research, freedom to initiate, freedom from chains of any kind. One shackle, and it is no longer freedom.

"Management need not fear—the truly professional creative man is sensible and practical," Mr. Danar added. "To him, freedom also means responsibility. He will not go off half-cocked with improbable and impossible ideas. He works within a framework of self discipline and, furthermore, facts."

A lack of understanding by management on how to get the most out of its creative personnel, according to Mr. Danar, is one of the main reasons why there isn't more effective advertising—"the kind that gives the heart a little wrench." #

Liebmann Boosts Liebmann

Liebmann Breweries, New York, has named Thomas Liebmann, vp and director of all sales activities, to the new post of vice-chairman of the board.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

Selling now in the Greater Philadelphia Market! The Sunday Bulletin Magazine—locally edited and printed in colorful gravure

In Philadelphia nearly everybody reads The Bulletin

Member of
Metropolitan Sunday Newspapers, Inc.
Member of Million Market Newspapers, Inc.

Walworth Names Webb Ad Director: Appoints L. C. Cole

John McDonald Webb has been appointed director of advertising and public relations of Walworth Co., New York, and its subsidiaries, Grove Valve & Regulator Co., Oakland, Cal., and Alloy Steel Products Co., Linden, N. J. Mr. Webb was formerly advertising manager of Grove Valve.

L. C. Cole Co., San Francisco, has been named to handle advertising for Walworth and Alloy Steel. Cole already handles advertising for Grove Valve. Hicks & Greist formerly handled the Walworth account and Chirurg & Cairns, New York, formerly handled Alloy Steel advertising.

Olin Oil, Humble Set Deal

The directors of Humble Oil & Refining Co. and Olin Oil & Gas Corp. have made a tentative agreement whereby Humble would acquire Olin's assets in a tax-free exchange for common stock of Standard Oil Co. (New Jersey), Humble's parent.

CHOICE CHICAGO
OFFICE SPACE
in the
Advertising Age
Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

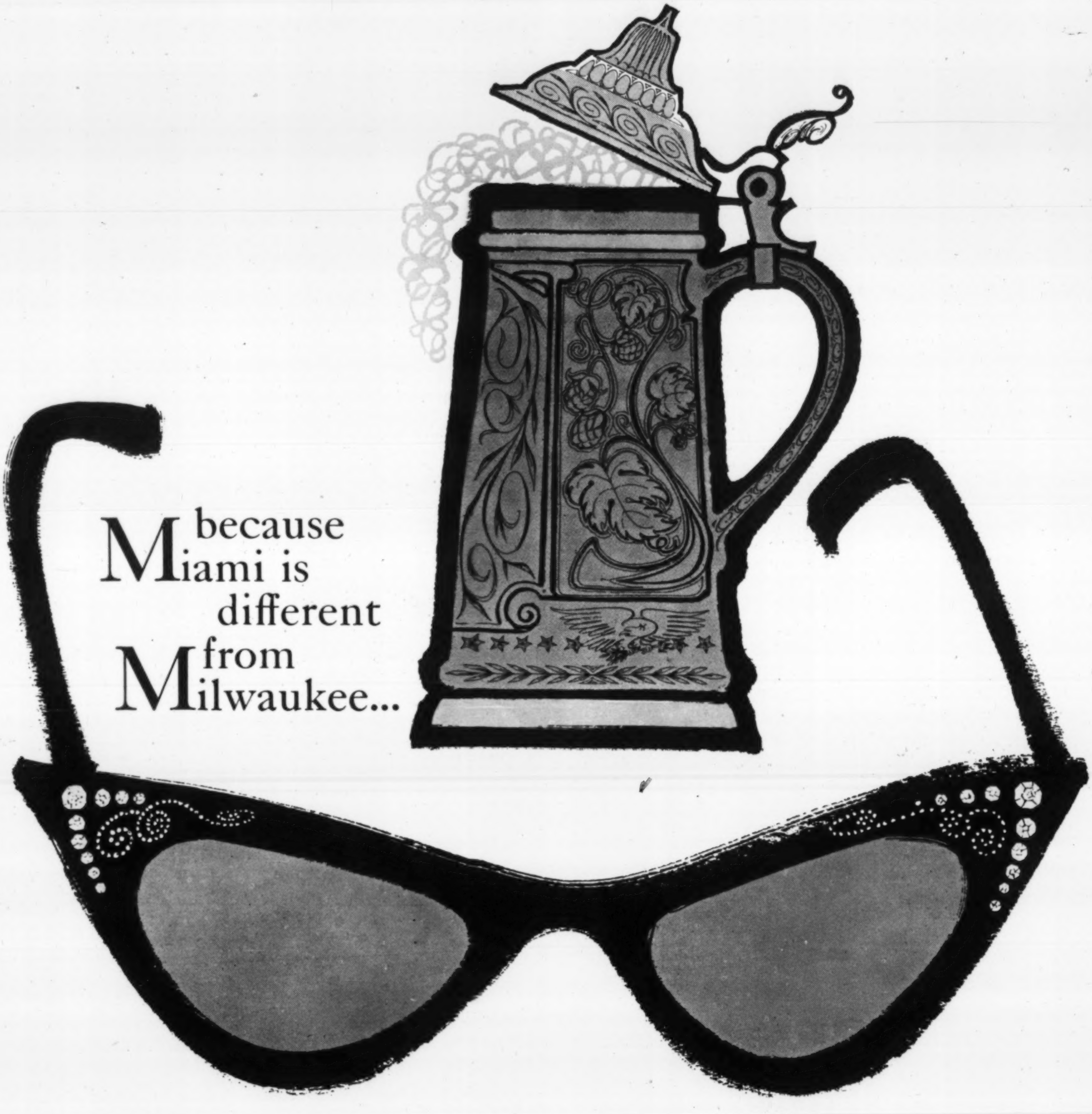
The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)


Miami is different from Milwaukee...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WGBS Radio is #1* in Miami with "The sound of music and total information news." In Milwaukee, WITI-TV is #1† in prime time seven nights a week . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to . . . Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

Nielsen — Miami/Fort Lauderdale Index July, August '61.
†*Nielsen, May, June '61—ARB, May, June '61.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	*STORER* *BROADCASTING COMPANY*
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

GM Diesel Launches Series on 'Family of Engines' Concept

The Detroit diesel engine division of General Motors has launched an ad campaign featuring 21 points of specific consumer benefits in the company's "family of engines" concept. Each point will be the subject of one b&w page ad, and the series will run through 1963.

The campaign will run in *Business Week, Nation's Business, Newsweek, Wall Street Journal, U. S. News & World Report*, and more than 50 business papers. Kudner Agency prepared the ads.

WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

'Family Circle' Names Three

William S. Hooper, formerly mid-Atlantic branch manager of *Family Circle*, New York, has been named to the new position of assistant to H. Carlisle Estes, vp and circulation director. Richard A. Conway, previously regional field manager, succeeds Mr. Hooper. David F. Ullman, previously with Peat, Marwick, Mitchell & Co., has been elected comptroller of *Family Circle*.

Information for Advertisers

Population, total retail sales, and sales figures on drugs, liquor, automotive and furniture and household appliances in Pontiac and other Michigan metropolitan county areas, are included in a brochure, "Marketing Facts About the Big Pontiac, Mich., Market Area," published by the **Pontiac Press**, Pontiac, Mich.

- "How to Put More Sell in Packaging with Round, Nested Paper Containers," summarizing current marketing practices and needs, has been published by **Paper Cup & Container Institute**, 250 Park Ave., New York 17.

- **Kimberly-Clark Corp.**, Neenah, Wis., has published a 48-page booklet, "Heat-Set Web Offset," designed to provide printers and their customers with an up-to-date source of information on the advantages and savings available through web offset printing. The booklet covers advantages and disadvantages of the process, types of web offset presses, press equipment and controls and auxiliary press equipment.

- Copies of a 32-page folder, "Facts About the Market for Residential Kitchen Products," including over-all description of the market, annual sales figures and predictions for complete new home and replacement kitchens, are available from **Gralla Publications**, 566 Seventh Ave., New York 16. #

BBDO Names Three

Michael J. Donovan and Paul N. Lideen have been elected vps of Batten, Barton, Durstine & Osborn, New York. Mr. Donovan is an associate media director; Mr. Lideen is an account executive. Charles Mangel, who joined BBDO's pr department in 1959, has been named manager of press relations, a new post. He will be responsible for press liaison in connection with the agency's trade and public information activities.

WCAU-TV Names Beazley

WCAU-TV, Philadelphia, has appointed Frank Beazley general sales manager, succeeding James E. Conley, who resigned to join ABC-TV as vp and general manager of national sales. Mr. Beazley was formerly an account executive of CBS Television Stations National Sales.

West Side
three men made
an undetermined
of jewelry and coins
alued at more than $100.
The scene of the holdup,
in many respects
aged last month
nd Heights,
home of
V. Pluin.
580 Edge Drive N.W.
Mrs. Pluin, 55, her gardener,
65, of Hotel Bridge
and her maid Mrs. Maria
39, of 1022 Joan
head,
demanded
safe was.
tell him, he strug
owned corpora
was promoted as a
Teamster - sponsored project
with union funds. It has since
changed ownership.
The indictment includes six
charges of mail fraud, one of
mail fraud conspiracy, three of
by telephone and one of
telegraph. If they are
Hoffa and McCarthy
ed to 20 years
Canaveral
ning" yesterday
Mayor Anthony J.
brezze's traffic plans last
long enough for a
to get a picture
them

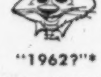
The people who buy most of what you have to sell*

read THE PLAIN DEALER
YOUR BEST NEWSPAPER ALL DAY IN CLEVELAND, OHIO

* *Did you know that the Cleveland Market's Retail Sales are larger than anyone of 38 Entire States?*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.
Eastern Travel and Resort Representatives: The Corfield Co., 527 Lexington Avenue, New York 17, New York

WTRF-TV STORY BOARD



AS THE LONDONER SAYS—"Welcome to our mist!"

Wheeling wtrf-tv

OLD HAIRDOS never die, they just get 'poofed out'.

"1962?"*

wtrf-tv Wheeling

SMART GALS know how to get more from Old Santa—they leave their legs in their stockings.

Wheeling wtrf-tv

NEW YEARS EVE . . . that's when it's fun to go to Times Square and mangle with the crowd.

wtrf-tv Wheeling

JUST WHAT do you send to a sick florist?

Wheeling wtrf-tv

VP BOB FERGUSON says his Italian-American dictionary says a Pizzaburger is a guy from Pittsburgh.

wtrf-tv Wheeling

QUOTE, Droke House Weekly Digest, quoted one of our Story Board gems. A quote in Quote is quite a conquest!

Wheeling wtrf-tv

CHAIRMAN OF THE BOARD . . . #10 in our WTReffigy ADworld close-up series is underlined "Top **Heavy**" but several other good underlines were appropriate . . . "Sir Stance Allot" was RWF's choice, "Steering Wheel" was DMG's choice . . . others? "Throne Roomer" . . . "Pinnacle Player" . . . "Monarch Key" . . . "Roomer at the Top of the Steerers" . . . "Task Forcer" . . . and what suggestions do you have?

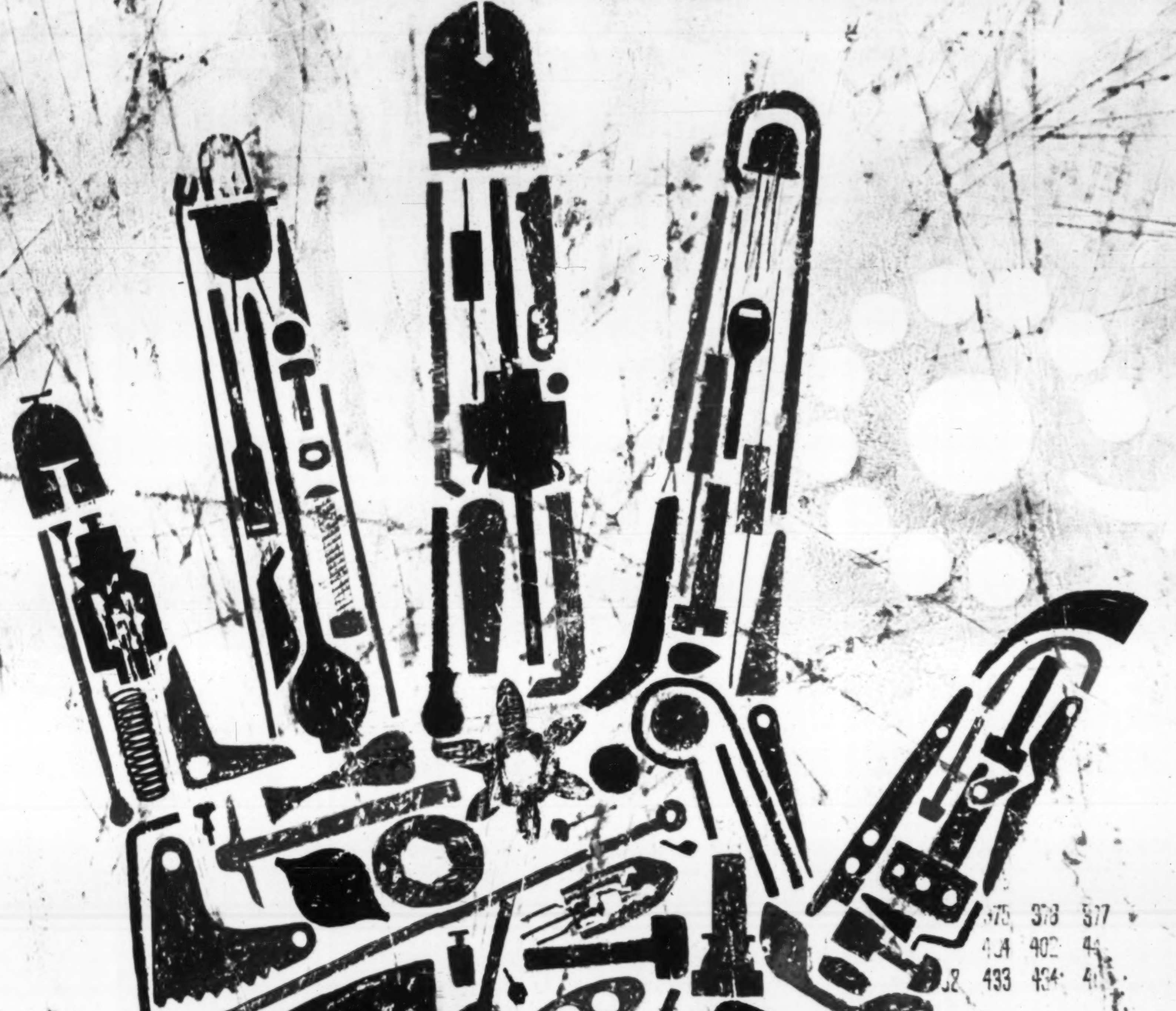
wtrf-tv Wheeling

THANKS MAURY ong! A B C D E F G H I J K M N O P Q R S T U V W X Y Z . . . (No - ell Noel and you burst into song as we include our best holiday wishes to all of you!)

Wheeling-wtrf-tv

*SCHEDULE TIME? Schedule WTRF-TV and reach and sell the Wheeling/Steubenville Industrial Ohio Valley from Wheeling. Our rep, George P. Hollingbery will make all the arrangements.

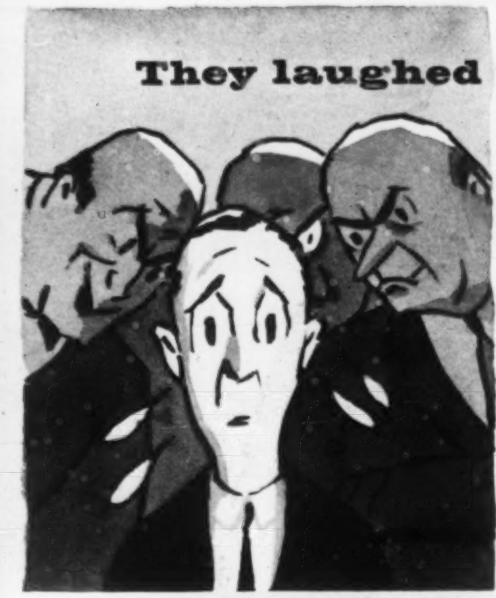
CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



433
458 459 460
488 489 490
517 518
546 547
576
632 633
661 662
691

Things happen when **PRODUCT DESIGN & DEVELOPMENT** reaches the minds of men who design and develop durable goods for consumers, industry and government. Hands circle items on inquiry cards . . . 60,000 times per issue. Fingers dial direct for instant information. One of Chilton's 20 business magazines, this is the designer's running encyclopedia of what's new in materials and components. **CHILTON COMPANY, Chestnut & 56th Sts., Philadelphia 39, Pa.**

They laughed when I sat down...



"But I just smiled at the 'impossible' deadline. I knew that I could depend on Century to come through—and with Century's usual top quality, too!"

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

BE IT EVER SO HUMBLE—*This is the new home of Johnson-Bartnett, Flemington, N. J., agency, which says its building is "perhaps unique" in the concept of office structure, since it's modeled after a suburban ranch-style home. The address is 153 Broad St.*

Ziff-Davis Names Gluckman

Martin Gluckman has been named advertising manager of the fiction division of Ziff-Davis Publishing Co., a new post. He will also continue as classified advertising manager for all Ziff-Davis magazines.

MY CONGRATULATIONS TO YOUR CREW FOR THEIR OUTSTANDING JOB.
Murray Platte, Smith/Greenland Co., Inc.

Compliments to your crew
Peggy V. Schilling
Edward H. Weiss & Co., Inc.

Finest quality of any Videotape that I've seen.
Joseph H. Kline,
WTJV-TV Miami

A well deserved thank you.
Jack Warren
D'Arcy Advertising

Sticklers for perfection!
Si Merrill
Benton & Bowles

Excellent technical performance
Frederick S. Gilbert
Time, Inc.

!

WE'RE SOLD ON VIDEOTAPE PRODUCTIONS.
W. S. Graham, Noble-Dury & Associates (Nashville)

Fine crew, great pleasure to work with!
R. Byrnes
Lever Brothers Limited

You have a goldmine in the boys downstairs.
Don Harrington, Sullivan, Stauffer, Colwell & Bayles, Inc.

A model of efficiency and good management.
Henry Lamier, Chemical Bank New York Trust Co.

Thanks for a beautiful job
Douglas Bronder
John W. Forney Inc., Minn.

OUTSTANDING JOB
Dick Feldman Doyle Dane Bernbach

Remarkable to see people work so willingly and with good humor
A. G. Kershaw
MacLaren Advertising Co., Toronto

The results are splendid.
Harold Fair
Bozell & Jacobs, Inc.

EXCELLENT JOB
Robert H. Steen, Foote, Cone & Belding

How to succeed in business by really trying!

Frankly we knock ourselves out daily to rate rave reviews like these. There is no other way to keep New York's finest Videotape* studios constantly busy... to offer the advertising industry the most expert creative and technical crew in the East here at Videotape Center... to give every storyboard that extra something that convinces the viewer and makes our morning mail so readable. We thank these customers behind our success story. And the great Broadway hit behind our headline.

Videotape Productions of New York, Inc. 101 West 67th St., N. Y. • TR 3-5800

*TM AMPEX CORP.

Dance Fad Lends New Twist for Thom McAn Push

NEW YORK, Nov. 21—If the shoe fits, promote it, Thom McAn mused.

Result? Last week, the national chain of 900 stores embarked on a radio-tv campaign built around the latest dance craze sweeping the nation to promote a new shoe, the Twister. The company is running jingles featuring Chubby Checker, the singer who made the Twist famous, to add impact to its schedules.

A total of 10 radio stations in New York, Syracuse, Miami, Minneapolis, Los Angeles and Honolulu are being used, and television spots are appearing in New York, Los Angeles and San Francisco. Heavy frequencies of spots in local teen age dance parties and other prime teen age listening periods are included.

The Twister jingles were created and recorded by Music Makers. The tv spot opens on a dance scene, as Chubby Checker wiggles and sings:

"New shoe idea from Thom McAn—the Twister.
Every guy and gal is twisting on beat—
And they're doing the Twist with Twisters on their feet..."

- The spot ends with a warning from Chubby to teens to be careful not to twist themselves into the ground. With that word of caution, the flamboyant singer appears to spiral right through the floor.

The radio-tv schedules are set to run indefinitely, with more markets expected to be added later. The Twister, priced at $3.99 for "hers" and $8.99 for "his," will be heavily promoted in window displays featuring Chubby Checker.

Doyle Dane Bernbach is the agency. #

Dapp Joins Alex Kaye

James E. Dapp, former public relations director of Kircher, Helton & Collett, Dayton, has joined Alex Kaye & Associates, Dayton, as sales manager. The Kaye company specializes in employe and organizational communications and publications, including manuals, catalogs, price lists and handbooks.

I'm Available

on a modest rental basis, to lend distinction to your trade show exhibits and special promotions. We manikins work 24 hours a day without tiring. Complete selection of ladies' men's and children's figures.

MADISONIA MANIKINS, INC.
NEW YORK: 152 W. 25 St., CHelsea 3-1550
CHICAGO: 11 So. Desplaines DEarborn 2-6818

Are You A Perceptive Adman?

Among The Consumer Magazines Used By Kroehler Are…

Open-end twin sectional sofas 226-22, quarter circle 226-25.

LADIES' HOME JOURNAL

House Beautiful

Better Homes and Gardens

THE AMERICAN HOME

and ?

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE…

Your best buys for enduring comfort and style

"Hidden Qualities" of Kroehler Cushionized® Furniture

The construction features you can't see make the big difference in ruggedness and long life! Like Kroehler's frames of kiln-dried hard wood—built for lifetime strength! Like Kroehler's spring construction designed to give you "Balanced Comfort"—perfectly proportioned cushioning in both seats and backs! Before you buy—be sure that you see all the reasons why Kroehler Furniture is your Best Buy!

"Sterling Designs" by Kroehler have been noted through the years as truly "best buys" for comfort, for style and for durability. These are the qualities guaranteed by the careful and experienced craftsmanship that make up Kroehler Cushionized® Construction.

Imagine this beautiful sectional sofa in your own home. Note the sweep and grace of line, the richly detailed soft foam back, the turned, smartly ferruled walnut legs . . . these are the extra value style characteristics of Kroehler Sterling Designs . . . sectionals, sofas and chairs that set them apart. Available in beautiful *Cadon** nylon fabrics of longer lasting attractiveness and easier cleanability. Your Kroehler dealer has easy terms.

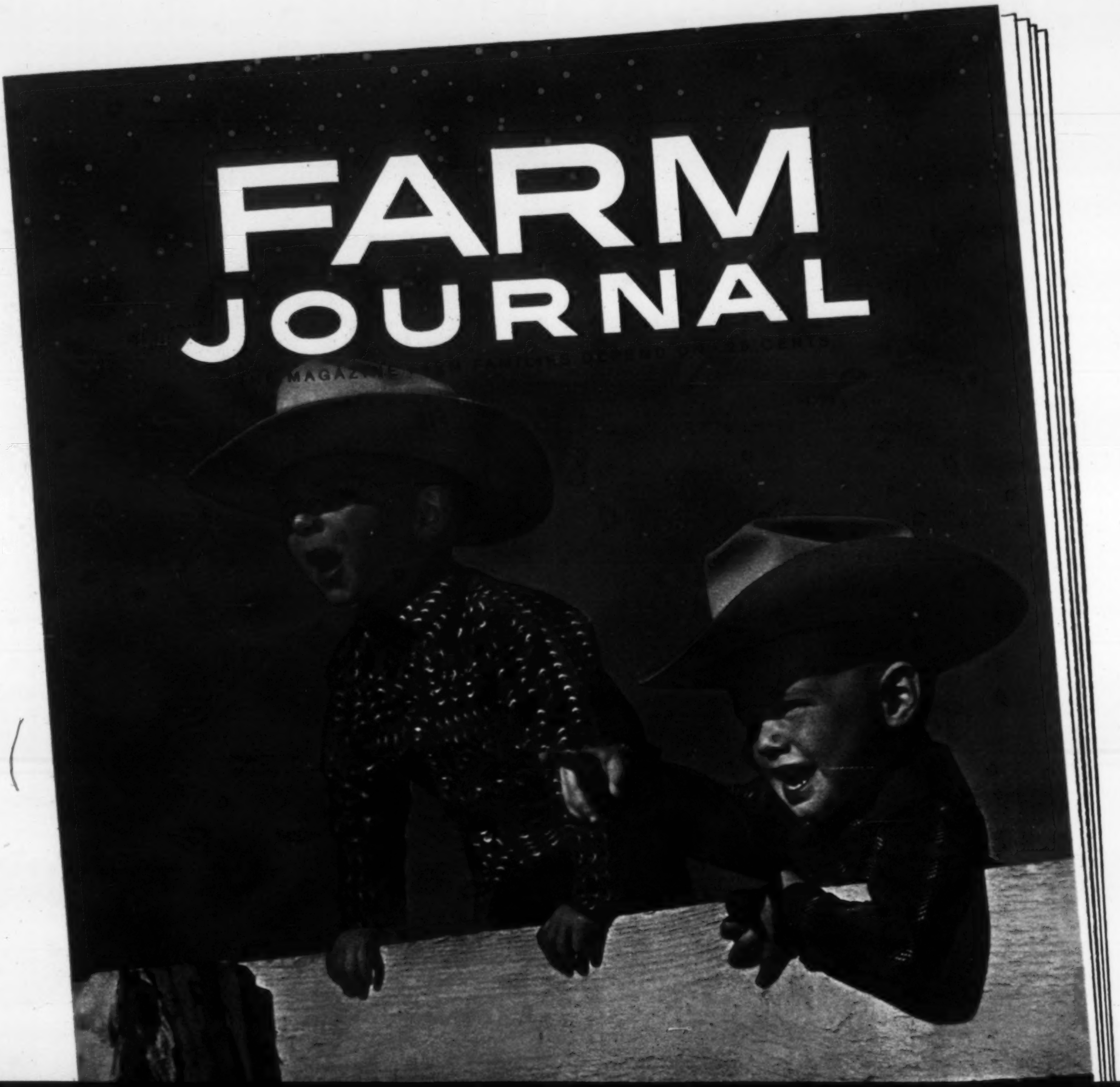
*TM Chemstrand Corp.

STERLING DESIGNS

YOU CAN BE CONFIDENT WITH **KROEHLER**® WORLD'S LARGEST FURNITURE MAKER

General Offices: Naperville, Ill. • In Canada: Stratford, Ontario

PERCEPTIVE **KROEHLER** ADMEN CHOOSE...



because FARM JOURNAL reaches millions of families other magazines miss

FARM JOURNAL'S market is 3,000,000 families strong—and the major urban magazines fail to reach most of them. In the Women's Service Field, the two top books miss 83% and 84% of FARM JOURNAL households. In the Shelter Field the two top books miss 85% and 89% of FARM JOURNAL households.* That's why leading advertisers, like Kroehler, buy FARM JOURNAL—the biggest, most influential magazine in the country.

*1961 Starch Consumer Magazine Report

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

FCC May Postpone Adoption of Its New Station Finance Form

CHICAGO, Nov. 21—The Federal Communications Commission may postpone adoption of a new annual financial report (Form 324) for a year, it was hinted by Hyman H. Goldin, chief of the economics division of FCC's broadcast bureau, at a meeting of the Institute of Broadcasting Financial Management last week.

Mr. Goldin reminded his audience that FCC last November proposed to change Form 324, which contains numerous questions on revenue and expenses and which must be filed yearly with the FCC by all tv and radio stations. He said the FCC has received many objections from stations about changes in the form, particularly about proposal to require stations to break down the income of licensees, and officers and owners of the stations.

The FCC executive said that his organization has been working to develop a new and more comprehensive form, but a final version has not been completed. Mr. Goldin said he felt that more specific data on revenue and expenses of stations were needed in order to give FCC a better picture of the broadcasting field.

■ Pointing out that more than 1,000 stations reported losses in 1960, Mr. Goldin said he was puzzled about some stations which report losses for years and yet continue in business. He said this situation makes FCC "suspicious about the validity of expenses."

FCC SEEKS COMPROMISE ON LOGGING, COX SAYS

MINNEAPOLIS, Nov. 21—Kenneth A. Cox, chief of the Federal Communications Commission's broadcast bureau, said that it is not the purpose of the FCC to place any additional financial burden for record keeping on any of its licensees.

Speaking at the seventh fall regional conference of National Assn. of Broadcasters, Mr. Cox said the commission is interested in learning a lot of things "we probably should have known in the first place." He said that from discussions of the proposals with the industry, "we hope to come up with a reasonable compromise" between what the commissioners might consider to be "ideal" requirements and what the industry feels are "bearable."

Mr. Cox said that the commissioners primarily want information for their guidance in a form which can be gathered and processed quickly into useful form. It is becoming apparent, he said, that some of the detailed logging of air time originally asked will have to be modified. #

Katz Agency Issues 30th Spot TV Guide

Katz Agency, New York, media representative, has issued the 30th edition of its "Spot Television Advertising Cost Summary." The semi-annual report is published to serve as a guide to advertisers and agencies in making quick estimates of spot tv costs in as many as 228 markets. Copies are available to advertisers and agencies from the Katz office at 666 Fifth Ave.

Appoints Fletcher Richards

Wickman Pharmaceuticals, Pasadena, has appointed Fletcher Richards, Calkins & Holden, Los Angeles, to handle its advertising. Wickman's first consumer product went into test markets last month with an initial budget of $150,000. The previous agency, Lennen & Newell, resigned the account because of a product conflict.

N. Y. Spanish Phone Directory to Be Published in 1962

An all-Spanish language telephone directory will be published May 15, 1962, by Hispanic Directories Inc., 400 E. 148th St., New York, an independent corporation having no connection with the New York Telephone Co. Some 2,000 different business, professional and service categories will be listed in the directory and 100,000 copies will be distributed free in the greater New York area. The directory measures 10x6" and advertising is sold on a monthly basis, ranging in units from 1/32 page, at $15 monthly, to a page, at $200 monthly.

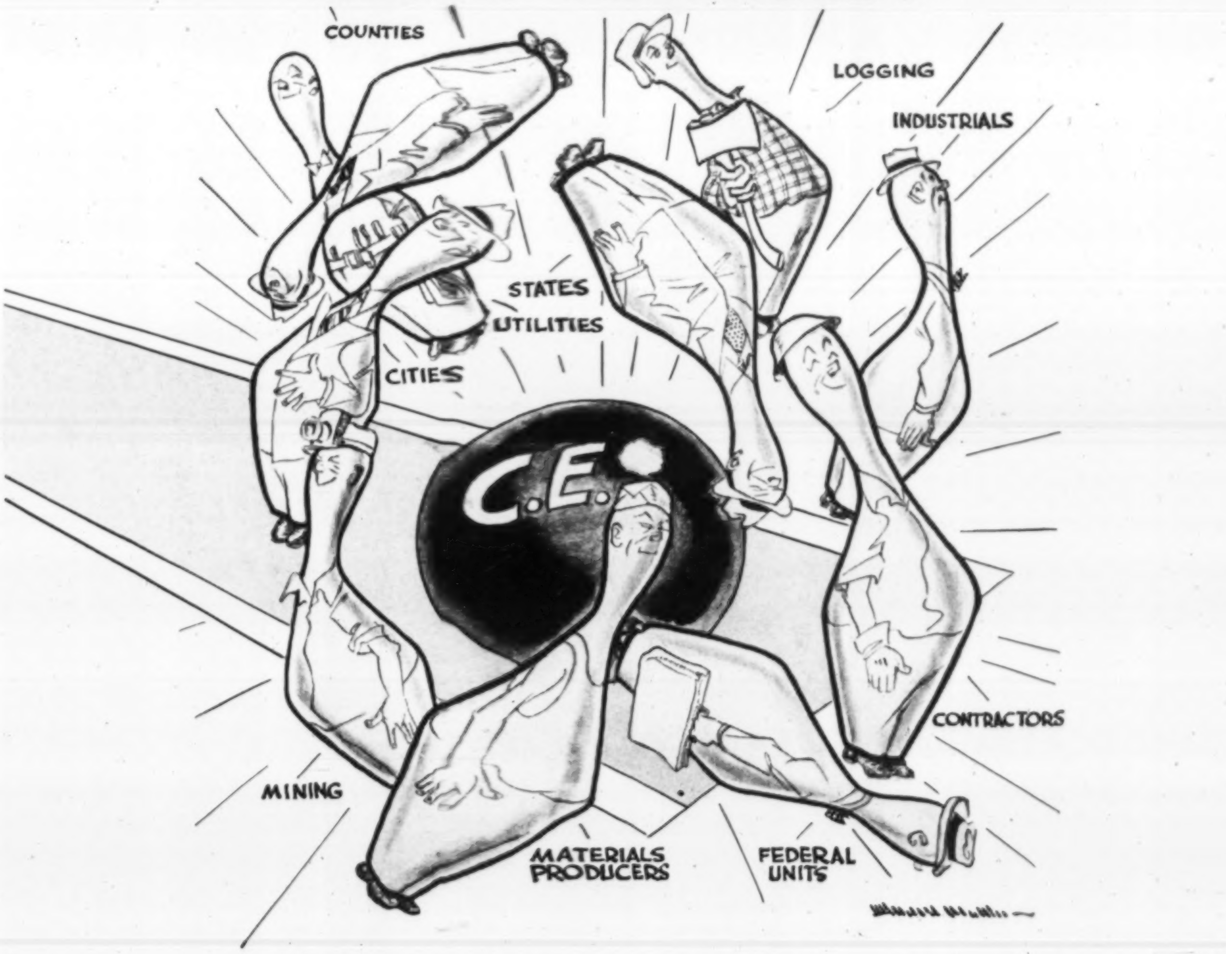
The initial issue of the publication will contain about 300 pages. It will be called "Telefonica Directory of Greater New York." General sales manager for Hispanic is Wallace Cane, former advertising director of Barricini candies and a former account man with Reuben H. Donnelley Corp.

Hoe Names Throckmorton

Clyde H. Throckmorton, previously in charge of advertising, sales promotion and pr for Lanston Industries (formerly Lanston Monotype Machine Co.), Philadelphia, has been appointed advertising manager of R. Hoe & Co., New York. He replaces George Devyr, who resigned last spring.

PUBLISHER'S REPRESENTATIVES
NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

CONSTRUCTION EQUIPMENT GETS 'EM ALL!



We're proud we reach more contractor firms than any other monthly in our field. But only one-half of construction equipment sales comes from contractors – and only CONSTRUCTION EQUIPMENT reaches ALL the categories of people who buy the *other* half. See above.

And you get circulation quality in quantity with CONSTRUCTION EQUIPMENT – *the men who are known to make the big buying decisions.* Local equipment dealers hand-pick them, and actually pay for their subscriptions. You bowl all strikes when you advertise in CONSTRUCTION EQUIPMENT!

NBP CPA

Construction Equipment
MAGAZINE

A CONOVER-MAST PUBLICATION • 205 EAST 42nd STREET, NEW YORK 17

Some people have a singular capacity for living the full, rich, imaginative life. And only one magazine has the singular ability to reflect their urbane approach to living...to serve their myriad interests so broadly and so well.

"The second act's better. I'm going to get this in stereo.
delegate to the convention last year...or that gondolier

Doesn't the baritone remind you of someone? Was it a
we had summer before last? I can check it in our slides."

There's a subtle, but important, difference between Holiday's more than 900,000 families and other families, even those of comparable attainments: an appreciation of so many of the good things of life, and a readiness to enjoy them. They respond to Holiday, because nothing covers the full range of their enthusiasms so broadly or so well as Holiday. Good reason why advertisers who sell the class market look first to Holiday.

HOLIDAY-FIRST IN THE EXCITING CLASS MARKET!

Kleenex
table napkins
Kleenex
Casual
Economy Size
Kleenex
Towels

“Ad Age represents this valuable communication link...”

says **EUGENE A. OLSON,** General Manager, Consumer Products Marketing
KIMBERLY-CLARK CORPORATION

“Better communication means better business action — and business papers are a vital medium in keeping the important communication lines open. It’s essential for advertisers, and their agencies, to know what’s going on in advertising and marketing. Ad Age represents this valuable communication link with its timely, concise news coverage and its many associated features.”

Mr. Olson, an alumnus of Northwestern University, started his career in advertising in the late Thirties as a member of the market research department at Lord & Thomas. In 1942, he was named manager of market research and, the following year, he joined Foote, Cone & Belding. During the latter part of World War II, he served in the Army Air Corps.

When he returned to civilian life, Mr. Olson continued in market research but switched to working for an advertiser, International Cellucotton Products Company, which he joined as manager of market research in 1945. A decade later, when ICP merged with the Kimberly-Clark Corporation, he assumed the post of general manager of consumer products marketing.

Among the country’s 100 largest advertisers and a leading manufacturer of paper products, Kimberly-Clark markets such consumer products as Kleenex tissues, table napkins and towels; Delcy bathroom tissue; and a feminine products line. Mr. Olson operates out of company headquarters at Neenah, Wisconsin, and is responsible for advertising, packaging and promotion.

Advertising Age

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP

1 Year (52 issues) $3

Advertising Age

Stations Respond to Kindly Words, B&B's Rich Finds

NEW YORK, Nov. 21—An agency man's display of interest beyond the call of duty has brought a warm response from television station managers across the country.

Lee M. Rich, senior vp in charge of media and programing at Benton & Bowles, sent a letter last September to the manager of every tv station carrying a show sponsored by a B&B client, thanking them for carrying their shows and promoting them. Since then, the agency has received answers from nearly 70 station managers. Some of the letters send kudos for the B&B shows, some suggestions for improvement and some complaints about the shows, but almost all include praise for the agency's personal touch.

Mr. Rich's letter began:

■ "In the hustle of lining up programs and stations for a new broadcast season, there is frequently a tendency for agencies to look upon individual stations as just mere numbers comprising an over-all percentage of U. S. television coverage. We, however, are strongly aware that stations are a vital and important part of both the entertainment and advertising business; that stations are the first line of our campaigns; and that stations perform important and irreplaceable services to advertisers and agencies."

The letter went on to thank the station managers for the shows they carried last season and the ones they are carrying this year. "As you may know," it continued, "we at Benton & Bowles work very closely with the producers of our programs, whether they are network packages or independently produced . . . In effect, then, the producers, the agency and you are part of the same team."

■ Comments about B&B shows, "critical or otherwise," were then solicited from the managers, because they are "in a position to know best what the viewer actually thinks." Mr. Rich assured the station men that he would do his utmost to have their suggestions transmitted to the program producers.

Some representative examples of the station responses:

KRON-TV, San Francisco: "I suppose many advertising agencies have the same thought you expressed in your letter; but very few, if any, take the time and trouble to explain their position and express their appreciation of the station's efforts on behalf of them and their clients. Your letter was a refreshing start for a Monday morning."

WSBA-TV, York, Pa.: "Normally, our mail consists of 'What are we going to do for the account?' 'Let's try to do better,' etc."

WJW-TV, Cleveland: "There is something that we at WJW-TV would appreciate greatly—personalized air promos. In the future, while in production, couldn't 12 promos be cut inexpensively?"

WSVA-TV, Harrisonburg, Va.: "A guy who realizes that the broadcasting stations themselves, even the small ones, may be the key to all that goes on behind them, since they have and try to hold a frequency over which it all goes out, is a fairly rare bird."

KTHV-TV, Little Rock: "I was delighted to see that at least one top agency executive recognized that there were other factors involved in station buying other than simply numbers from a rating book . . . Once there is a general recognition of this point, by agencies and advertisers and stations, then I feel the over-all image of television could be relieved of its 'wasteland' misnomer."

KCMO-TV, Kansas City: "There is a tendency, I think, for all of us at this end of the line to take for granted the serious, conscientious work done by the media departments and the creative departments of the many agencies who are responsible for placing so much business on our stations . . . It is certainly fitting that we, too, should say thanks . . ."

■ Current programs for which Benton & Bowles is the agency of record:

SHOW	NETWORK	SPONSOR
Cheyenne	ABC	Procter & Gamble
The Rifleman	ABC	Procter & Gamble
Danny Thomas Show	CBS	General Foods
Andy Griffith Show	CBS	General Foods
Bugs Bunny	ABC	General Foods
Dick Van Dyke Show	CBS	Procter & Gamble
Alvin	CBS	General Foods
Joey Bishop	NBC	Procter & Gamble
Frontier Circus	CBS	Procter & Gamble
Rawhide	CBS	General Foods
Perry Mason	CBS	Philip Morris Corp.
Gunsmoke	CBS	General Foods and S. C. Johnson & Son
Huntley-Brinkley Report	NBC	Texaco
Douglas Edwards & the News	CBS	Philip Morris
The Edge of Night	CBS	Procter & Gamble
Loretta Young Show	CBS	Procter & Gamble (Participating)

Mutual Radio
3M
A SERVICE TO INDEPENDENT STATIONS

How a little bit of Scotch Tape strengthens your Mutual Radio package

We can say it in just six words: Subsidiary of Minnesota Mining & Manufacturing Company. You'll find them on every roll of Scotch Tape and in every Mutual Broadcasting System ad. What do they mean? Just this: somebody out there likes us. Why this show of confidence by 3M Company? Look at Mutual's advantage—421 local stations with one Mutual buy, authoritative news in depth, personalities, and a growth rate that hasn't looked back yet! Buy Mutual Radio—where your advertising dollar works harder.

Family Weekly reaches another

Family Weekly now serves

SOUTH CAROLINA'S BIGGEST MARKET...

COLUMBIA

AS A REGULAR SUNDAY FEATURE OF

The State

THE COLUMBIA RECORD

Represented by The Branham Company

SOUTH CAROLINA'S LARGEST NEWSPAPER

(Over 100,000 unduplicated circulation)

In the last census, the Columbia area accounted for 28% of South Carolina's total population gain! Further, *Sales Management* picked Columbia as one of the six top business areas in its population group. And *Rand McNally* tabbed it one of the top ten business cities nationally regardless of size!

The Columbia Metro Market of Richland and Lexington counties:

BIG in Effective Buying Power	**$182,547,000**
BIG in Total Retail Sales	**$181,320,000**
BIG in Automotive Sales	**$ 42,290,000**
BIG in Apparel Sales	**$ 15,225,000**

NEW HIGH: OVER 5½ MILLION

UNDUPLICATED IN-DEPTH CIRCULATION IN 200 MARKETS THAT ACCOUNT FOR 1/6TH OF ALL U.S. RETAIL SALES!

Family Weekly

Most appropriately, the honor of becoming the 200th *Family Weekly* newspaper goes to The State & The Columbia Record, serving the Columbia metro markets of Richland and Lexington counties. As "The Largest Newspaper in South Carolina", The State & The Columbia Record symbolizes the GROWTH and DYNAMICS OF CHANGE that has seen *Family Weekly* progress from a new publishing concept to an essential, major advertising and marketing force in less than 10 years!

With its $182 million in effective buying power, Columbia's big, booming economy increases *Family Weekly's* influential share of the U.S. retail market to $1 out of every $6. And The State & The Columbia Record's 100,000-plus circulation pushes *Family Weekly's* national circulation to an all-time high of 5,531,334 . . . in-depth circulation that can not be duplicated by any other Sunday magazine.

Get the facts from your FW man.

200 Newspapers—
5,531,334 Circulation

NOW, MORE THAN EVER, THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED BY A SINGLE ADVERTISING MEDIUM!

Family Weekly

153 North Michigan Ave. Chicago 1, Illinois

Leonard S. Davidow, Publisher
Patrick E. O'Rourke,
Advertising Director
NEW YORK • DETROIT • CLEVELAND
LOS ANGELES • SAN FRANCISCO

Irked by Critics, Grocery Makers Cite User Benefits

Prices No Higher Than in '52, GMA Head Says; Variety, Quality Up

NEW YORK, Nov. 21—Smarting over "the recent criticisms which have been falsely directed at the food industry" the Grocery Manufacturers of America spent three days last week telling of the industry's contributions.

The occasion was the 53rd annual meeting of the GMA, planned as a "showcase" to present the industry's best face to a "misinformed" public. Many of the 16 speeches were aimed at educating the consumer as well as the audience, as the members stressed the industry's "contributions and continuing public responsibilities" to the nation's health, both economic and physical.

They covered such subjects as how the public benefits by trademarks, research, advertising, new products, packaging, etc. Many of the speakers complained of an "adverse press," which "prints complaints without checking the facts." The mood of the meeting was revealed in two quotes:

- "Frequently these days, it's difficult to tell from the headlines who poses the greatest threat to this country—Khrushchev and his 50-megaton bomb or the food industry with its super-giant-size cereal box," Thomas C. Butler, president of Grand Union Co., told a breakfast meeting.
- "This is a high-grade industry, we don't have a damn thing to apologize for," a panelist blurted out the next day.

▪ Paul Willis, GMA president, praised the industry with statistics showing that food prices are no higher today than in 1952, although the over-all cost of living index rose 12% during this time. Today's supermarkets, he said, have 8,000 items compared with 1,000 20 years ago; and two-thirds of today's items are either new or greatly improved within the last 10 years.

There were many calls for something to be done—perhaps advertising by individual companies or a public information program on an industrywide basis—to make the consumer aware of such achievements.

▪ John A. McGlinn Jr., marketing vp of Campbell Soup Co., presented advertising's defense. U.S. food advertising will be around $950,000,000 this year, he said, and in 1962 will rise to $1 billion.

He then posed the question of what would happen if this should stop. His predictions: Food sales would decrease and prices would rise. The growth that comes from new products would be slowed down dramatically; "in fact, without food advertising, the introduction of a new product would be very hazardous." And knowledge about menu planning, food and nutrition would suffer, since "food advertising helps make people conscious of the need for good nutrition."

▪ In his annual appearance before the group, J. O. Peckham, executive vp of A. C. Nielsen Co., warned that price promotions, now so prevalent in the industry, do not build a brand into a household name. Don't let short-term tactics —like coupons, factory packs and combination merchandise—take the place of long-term strategy, he said.

He also pointed out the necessity of keeping products up to date through improvements. In product groups without really successful new and improved brands, sales over a four-year period increased 19.5%; in product groups with new and improved brands, sales during the same period rose 35%, he said.

Over the last 15 years, more than one-third of the leading brands in 34 food classifications lost leadership and were replaced by 12 new leaders, he said. Eight lost out because a new or improved brand was introduced. Mr. Peckham stressed that no amount of advertising or promotion could have saved them, unless they promptly equaled or bettered the competitive product improvement. The other four brands lost out mainly because they allowed competition to out-advertise and out-merchandise them.

The pioneer brand is still the one that captures the market, he said. A new survey showed that the first follower or "me-too" brand attains only 47% of the originator's volume. The second follower gets only 26%.

▪ As for advertising, the brands that lead are also the brands that maintain a share of advertising greater than share of sales, he said. Out of 22 brand leaders which had maintained their leads over the past 15 years, 60% maintained advertising share greater than sales share; 18% started with low advertising share but almost doubled it through 1961; only 18% started with high advertising share but allowed it to fall to lower levels through 1956; 4% had lower share of advertising throughout.

He further pointed out that temporary or short-term increases or decreases in advertising didn't materially affect the sales share trend for established brands, according to Nielsen research.

▪ George W. Jenkins, president of Publix Super Markets, and president of the Super Market Institute, challenged the group to "go back to selling food again. Let's sell sound grocery-store nutrition. Let's talk about flavor, ripeness, proteins, vitamins—not free trips around the world or premium silverware, or the overworked 'cents off' deals."

He also urged both manufacturers and distributors to tell the industry's achievement record in their paid advertising, and straighten out consumer misconceptions "right on the package." To explain slack-fill, "Why not drop

NOW BACON'S CLIPS
NEWSPAPERS
offers expanded coverage!

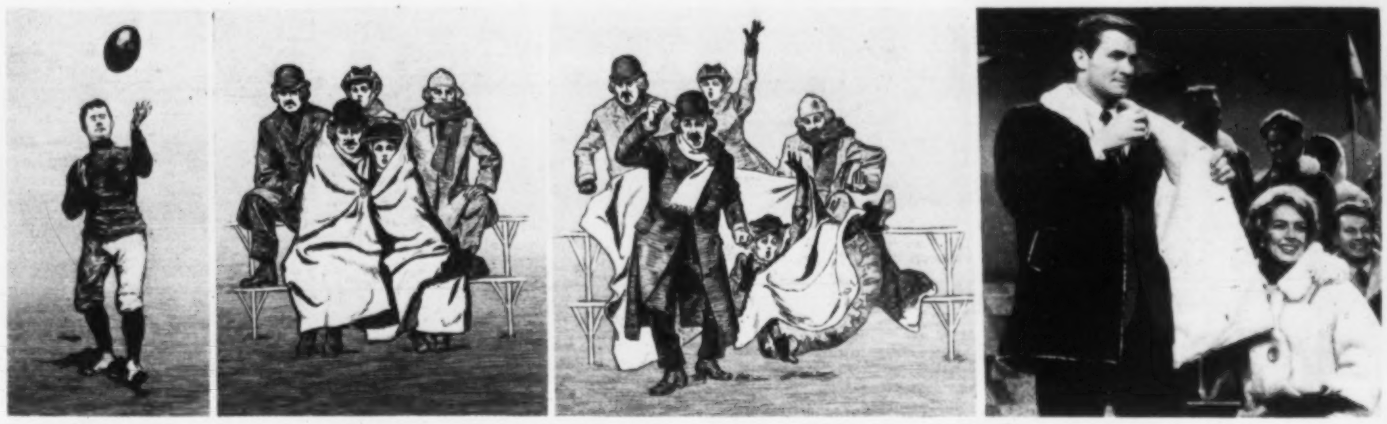
All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau—BACON'S, the national standard for reliable clipping service.

Send for
MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E Jackson • Chicago 4
WA 2-8419

only on WCCO Radio
one of the great stations of the nation...
TOP ACCEPTANCE
for top share of market



FROZEN FANS—*These scenes are from an unusual commercial which American Cyanamid Co., New York, is running on CBS-TV's "Eyewitness." The ad shows the old-fashioned way football fans kept warm, by using bulky overcoats, mufflers and blankets, as contrasted with the modern rooter's simpler way of fighting cold weather—by wearing outer garments made with Creslan acrylic fiber. First shown Nov. 10, the commercial was repeated Nov. 24. The agency is Erwin Wasey, Ruthrauff & Ryan; Videotape Productions, the producer.*

a small insert sheet on top of the contents telling that story?" he suggested.

Also on the touchy subject of packaging, several speakers urged the industry to "take a look at every package." One panelist warned, "Any company that has not taken time to scrutinize its packaging and labels had better do so very quickly." Several companies reported setting up special committees, representing marketing, production, packaging and legal departments, to okay every package.

▪ Alma Lach, food editor of the *Chicago Sun-Times*, gave the audience a few suggestions on changes that women would like in food packaging. The homemaker, she said, wants to know more than one way to use the same product; loves recipes on packages (few homemakers own cookbooks), but wants the recipes printed on the package back—not on the narrow sides where they are hard to read; she wants ingredients written in big numbers and black ink, and wants measurements given in fractions of ¼, ½ and ¾—not ⅓ and ⅔. #

Nilson Joins Eaton

Niles A. Nilson has joined Eaton Mfg. Co., Cleveland, as manager of marketing research. He was formerly vp and director of marketing research of Meldrum & Fewsmith.

Canada Publishers to Back Study of Uses of Newspapers

TORONTO, Nov. 21—A study aimed at discovering how the public uses and regards newspapers is planned by the Canadian Daily Newspaper Publishers Assn., through the Canadian Advertising Research Foundation. Conducting the study will be the Institute for Motivational Research, in New York.

Originally a $150,000 study, to have been financed by newspapers, radio, television, magazines, agencies and clients was planned. This has been dropped, because some groups declined to invest in the study. The new one, whose findings will be the property of the CDNPA, is expected to cost $25,000. #

Cahners Elects Driscoll, Safford

Cahners Publishing Co., Boston, has elected Maurice P. Driscoll, president of the Chicago division, and Edward S. Safford, president of the Denver division, corporate vps. They will also continue in their present posts.

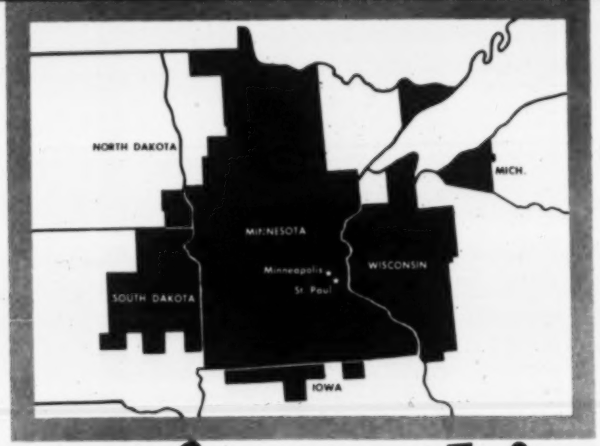
WCCO RADIO HELPS YOU GO OVER BIG

Whatever share of market goal you have set for your product, WCCO Radio helps you achieve it by delivering:

- **Biggest Audience** . . . Far more listeners than all other Minneapolis-St. Paul stations combined! Now, 62.9% share of audience.
- **Lowest Cost** . . . Easily the lowest cost-per-thousand in its market; less than one-fourth the average of all other Twin Cities stations!
- **The Big Market** . . . 1,142,900 homes in a giant 124-county area, according to new NCS '61 data!

WCCO Radio, one of the great stations of the nation, provides a setting of top acceptance for your sales story. It's the powerful way for you to get the top share of your market.

GIANT 124-COUNTY COVERAGE



%

share of audience

WCCO

RADIO Minneapolis · St. Paul

NORTHWEST'S ONLY 50,000-WATT 1-A CLEAR CHANNEL STATION

Represented by CBS RADIO SPOT SALES

how to
SELL
the man
from
missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language **everybody** understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is **always** seen—**never** goes into the wastebasket. Your prospect sees your product exactly **as it is**—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for **you**—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name____________________________

Company_________________________

Street____________________________

City________________Zone____State______

Now a Complete Service Thru Our
MEDIA • MARKET • PRODUCT Research Facilities

MEDIA research circulation • coverage • costs • expenditures • copy • readership • linage • sales-advertising ratios.

MARKET research Sales performance-potentials • comparisons • indices • trends • store audits • dealer analysis • attitudes.

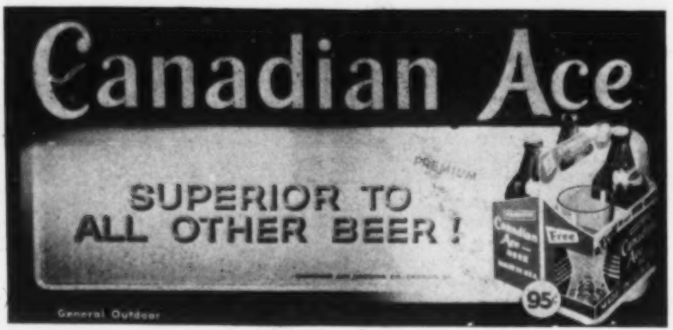
PRODUCT research buying patterns • use characteristics • brand preferences, performance • distribution patterns • pre-testing • panel operations • customer analysis.

- budgeting
- sample design
- interviewing
- programming questionnaire
- processing data
- reporting, charting
- analyzing, summarizing
- presenting, authenticating

FAST, ECONOMICAL DATA FROM THE WORKMAN RESEARCH DATA BANK
More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

Workman Research
ASSOCIATED WITH CHICAGO TABULATING SERVICE, INC.
322 North Michigan Avenue
Chicago 1, Illinois • CE 6-8422

UNIVAC TAPE IBM
90 80



CURRENT CONSUMERS—*This illuminated sign on Chicago's Lake Shore Dr. for Canadian Ace beer is described by General Outdoor Advertising, the plant operator, as one of the largest illuminated signs in the U.S. According to GOA, the current consumed in one hour by the sign would illuminate the average home for a period of a year.*

Hartford Club Changes Name

Hartford Sales Executives Club, Hartford, has changed its name to Hartford Sales & Marketing Executives Club.

Fertig Book Calls Government Activity Threat to Freedom

NEW YORK, Nov. 22—Adman, economist, columnist and now an author, Lawrence Fertig has delivered himself of a book called "Prosperity Through Freedom" (Regnery, $3.95) which will never make the best seller list among big government enthusiasts and Keynesians.

Mr. Fertig, head of an advertising agency here that billed an estimated $8,000,000 in 1960, is "anti-statist, anti-collectivist, and vigorously for a free society," as witness:

- "Now it's spending for growth. The real purpose? Maybe it's just government spending to insure more government control of the people.
- "There is no doubt that this country is better off today than any other in the world or any other in history. But who and what is responsible for this? Government did not do it. Planning by federal agencies did not do it. It is due solely to the institutions of private capitalism, to individual work, to thrift, to enterprise, to production, to capital accumulation and investment."

▪ Mr. Fertig holds that private capitalism "makes the consumer king and fragments power, so that individual freedom is preserved." And he is concerned that U. S. schools are apologetic about capitalism, and too often teach "distorted concepts and collectivist ideas."

Through all his discussion—on profits, employment, inflation, wages, prices, labor unions, monetary policy—Mr. Fertig's underlying theme is freedom and the virtues of a free society. He sees free markets and a free economy as essential if the country is "to avoid coming under the yoke of some political despotism." #

Form Clark-Gamble Corp.

Gamble-Skogmo, Minneapolis, wholesale merchandising company, and M. N. Landau Stores, New York, operator of Clark's discount department stores, have formed the Clark-Gamble Corp. The new corporation will develop and operate a chain of discount department stores as a combined enterprise. Officers of Clark-Gamble are B. C. Gamble, chairman of the board; William Landau, president; Harley Stephens, vp; Aaron M. Bloom, treasurer; Irving Strum, secretary; and Fred Davidson, assistant secretary.

Day Joins Clark Agency

Bill Day has been named director of public relations and an account executive of Harold Walter Clark Inc., Denver. Before joining Clark, Mr. Day was assistant news director of KBTV and KBTR, Denver.

Advertiser: **Western Airlines**
Problem: **Reaching the West's non-flying population**
Solution: **National Yellow Pages Service advertising**

WESTERN AIRLINES
Los Angeles • San Francisco
San Diego
Portland • Seattle/Tacoma • Denver
Minneapolis/St. Paul • Mexico City
ELECTRONIC RESERVATIONS, 24 HOURS A DAY:
Call ALpine 8-8881, or see your friendly Travel Agent.

Display ad (shown reduced) is one of many ads Western Airlines runs in cities such as Los Angeles, San Francisco, Seattle, Minneapolis and Denver. Call your National Yellow Pages Service representative at your Bell Telephone Business Office and put this *selling* service to work for *you!*

"FOUR OUT OF FIVE PEOPLE HAVE NEVER FLOWN," says Bert Lynn, Western Airlines Ad Director. "First place this prospective market goes for flight information is the Yellow Pages. That's why we advertise in 115 directories, covering our principal cities and adjoining communities.

"When we first advertised in the Yellow Pages, we had a most difficult time contacting individual directories for mechanical sizes, deadlines, etc. But now, with National Yellow Pages Service, we're able to get information we need in two minutes. And – one contact, one contract, one monthly bill will take care of our entire, multi-directory National Yellow Pages Service program."

Sell your ready-to-buys with NATIONAL YELLOW PAGES SERVICE

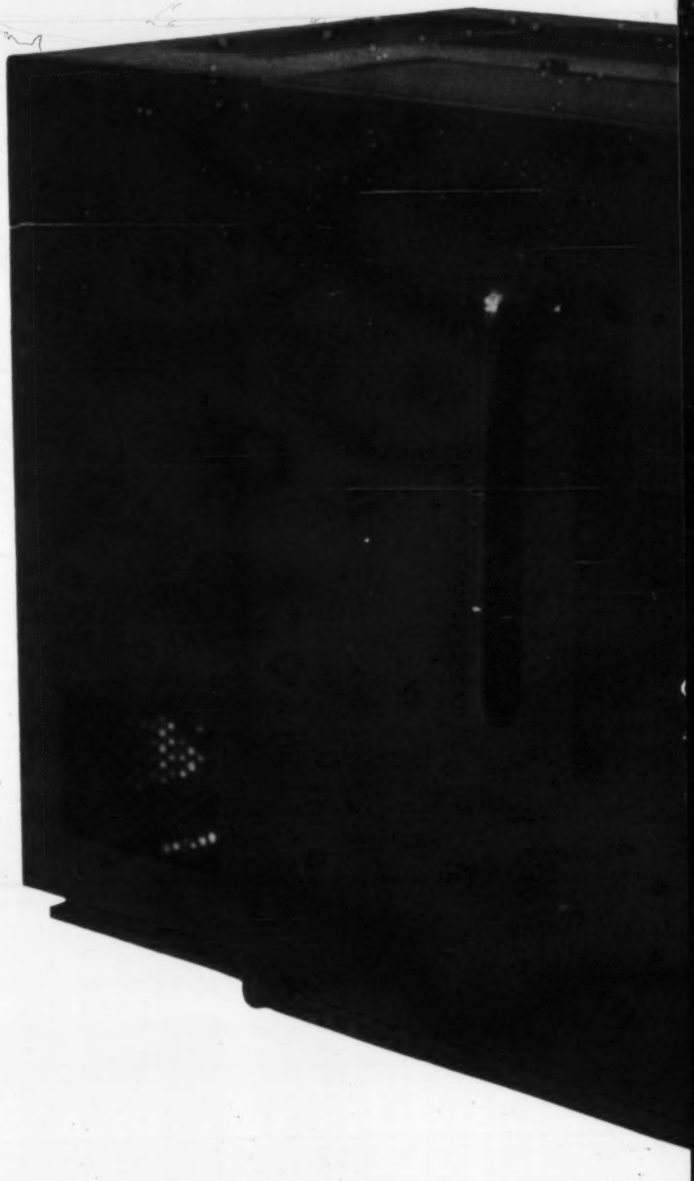
THINK:

When You Sell America's Mightiest Million You Are Taking A Mighty Step Toward Selling America's 184,000,000 —Anything!

WALL STREET JOURN
News—
Tactics Vary as Firms Try to Cut Warehouse Costs, Speed Service

Where America's Mightiest Million gets together every business day

Copyright 1961 Dow Jones & Co. Inc



In counting the house last week, this machine

It's the Nielsen *Audimeter*,† of course, electronic recorder of television tuning.

In thus demonstrating, the first week after the Time Change, that there are more good times (by half-hours) to be had on ABC, the *Audimeter* checked off this array of comedy, action-adventure and dramatic shows as being responsible:

Cheyenne, *Ben Casey*, *Rifleman*, *Hawaiian Eye*, *Naked City*, *Ozzie & Harriet*, *Donna Reed*, *Real McCoys*, *My Three Sons*, *Flintstones*, *77 Sunset Strip*, *Target: The Corruptors*, *Lawrence Welk*.

One of the shows—*Naked City*—had the

*Source: Nielsen 24 Market TV Report, Average Audience, week ending Nov. 5, 1961,

counted most half-hour firsts for ABC-TV.*

further distinction of winning the largest share of audience (46.6%) of any program in the Report.

As we're understandably fond of pointing out, all this measuring took place where it counts most . . . in the competitive markets where the Viewers can view all 3 network offerings—and choose accordingly. And so chose.

ABC Television

Mon. thru Sun., 7:30-11 P.M. †Trademark and service mark of the A. C. Nielsen Company.

Heineman Joins North

Mort Heineman has been named vp in charge of creative services of North Advertising's New York office. He formerly was senior vp of Kastor, Hilton, Chesley, Clifford & Atherton, New York.

Canfield Buys WBBM-TV Show

A. J. Canfield Co., Chicago soft drink producer, will sponsor a 30-minute special, featuring 1961 news events, on WBBM-TV, Chicago, Dec. 14. Zed R. Daniels Advertising is the agency.

MAXON BUYS COLOR TV FOR MOHAWK CARPET

"Home for the Holidays," a special Thanksgiving Day colorcast, will be sponsored by Mohawk Carpet Mills. More and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900.

ZENITH PRIZES
PLUS ALL THIS FROM TIDE & IVORY SOAP
"CHECK THE VALUES" OF THE ITEMS BELOW! YOU MAY WIN TV's... HI-FI's... RADIOS... CASH!
$275,000
1st PRIZE
$25,000

2,651 PRIZES—*Tide and Ivory soap combine with Zenith radio and tv sets in this contest where the prizes are Zenith products, and the consumer enters by guessing the cash value of 18 of them.*

LEVER BROTHERS ANNOUNCES THE WORLD'S BIGGEST CONTEST
ONE MILLION DOLLARS IN PRIZES
20,082 WINNERS!
IT'S FUN! IT'S EASY! HERE'S ALL YOU DO
ENTER WITH ANY ONE OF THESE FINE LEVER BROTHERS PRODUCTS! ENTER AS OFTEN AS YOU LIKE!
OFFICIAL RULES
USE ENTRY BLANKS ON BACK PAGE

20,082 PRIZES—*Eight Lever Bros. products get equal play in this contest, "the world's biggest," with $1,000,000 in prizes—27 cars, 40 South American trips, 40 washer-dryers, 100 china sets, 100 sewing machines, 125 gas ranges, 100 organs, 250 encyclopedias, etc., etc. Young & Rubicam is the agency.*

Advertisers Find Contests Help Them Fight Sales Headaches 14 Ways

(Continued from Page 3)

is certain; there will be more lucky contest winners around than ever before."

Lever Bros. is running what it modestly heralds as the "world's biggest contest," with 20,082 prizes worth a cool $1,000,000. The top prizes are 27 Pontiac convertibles and 40 trips for two to South America. To enter, consumers complete a jingle and submit proof of purchase of any one of a dozen Lever products. Advertising is in the superlatives too, with a $5,400,000 campaign running in magazines, Sunday supplements, six nighttime network tv shows and 18 daytime shows.

■ Meanwhile, Colgate-Palmolive is running the "largest contest for a single product" to promote its "new" Fab. A $253,000 contest with 4,057 prizes, it is based on the theme: "A whole new way of life for you." The first prize is a home-of-your-dreams, complete with furniture, swimming pool and *two* 1962 cars. To win, entrants have only to fill out an entry blank, but to entice consumers to buy Fab, the ad also offers a 5¢-off coupon. A $1,500,000 campaign includes the "Ed Sullivan Show" (CBS-TV), hi-fi color ads in newspapers in 70 markets, and color pages in *Life*.

These two giveaways exemplify the trend towards offering literally hundreds of prizes to give the feeling that "everybody can win something." Research backing up this theory is offered by one contest consultant, S. Jay Reiner, who says that over 90% of contest entrants are motivated to enter by an irresistible grand prize, but only 4% actually expect to win it; more realistically, they anticipate winning one of the smaller ones.

■ Mr. Reiner, who heads the contest consulting company bearing his name, has a new research study on contests going every two months. He has this to report on contest prizes: At present, travel is the most tempting prize category, but just a trip somewhere is not as effective as one with a gimmick, such as Palmolive's recent Shopping Spree contest.

Second most popular prize is a family car, then furniture, followed by kitchen appliances. Mink has dropped to fifth place.

Other Reiner research shows that last year, there were 250 national contests which drew 45,000,000 entries from 20,000,000 en-

(Continued on Page 68)

BY GEORGE MAGOO! YOU'VE DONE IT AGAIN!
1

©1961 U.P.A. Pictures, Inc.

As an *ATTENTION GETTER* in magazines . . . on television . . . on billboards . . . point of sale . . . etc. Magoo has an *unequaled proven track record*. He GETS ATTENTION . . . He HOLDS ATTENTION . . . He GETS THE MESSAGE ACROSS.

Mister Magoo, in a recent black and white page for General Electric soft-white bulbs prepared by BBDO, Cleveland, was read by *ten times* as many men and by *fifteen times* as many women (on a cost basis) as the average advertisement in its issue of The Saturday Evening Post.

Magoo's Special Talents and Universal Appeal can help promote *your* client's product! America's No. 1 salesman is available for tie in.

Blue Chip inquiries invited, contact Henry Saperstein or Harold Bell.

UPA PICTURES INC. 4440 Lakeside Drive
Burbank, California THornwall 2-7171

ONLY 1 TV BUYER IN 10 KNOWS THIS ABOUT OREGON TRIANGLE TELEVISION!

—that OTT* in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

	Retail Sales	SM-Quality Index
Portland, Oregon	$784,534,000	128
Eugene-Springfield	$141,623,000	122
Roseburg	$ 30,263,000	136
Coos Bay-North Bend	$ 39,461,000	143

Over 110,000 TV homes depend on us for clear local television.

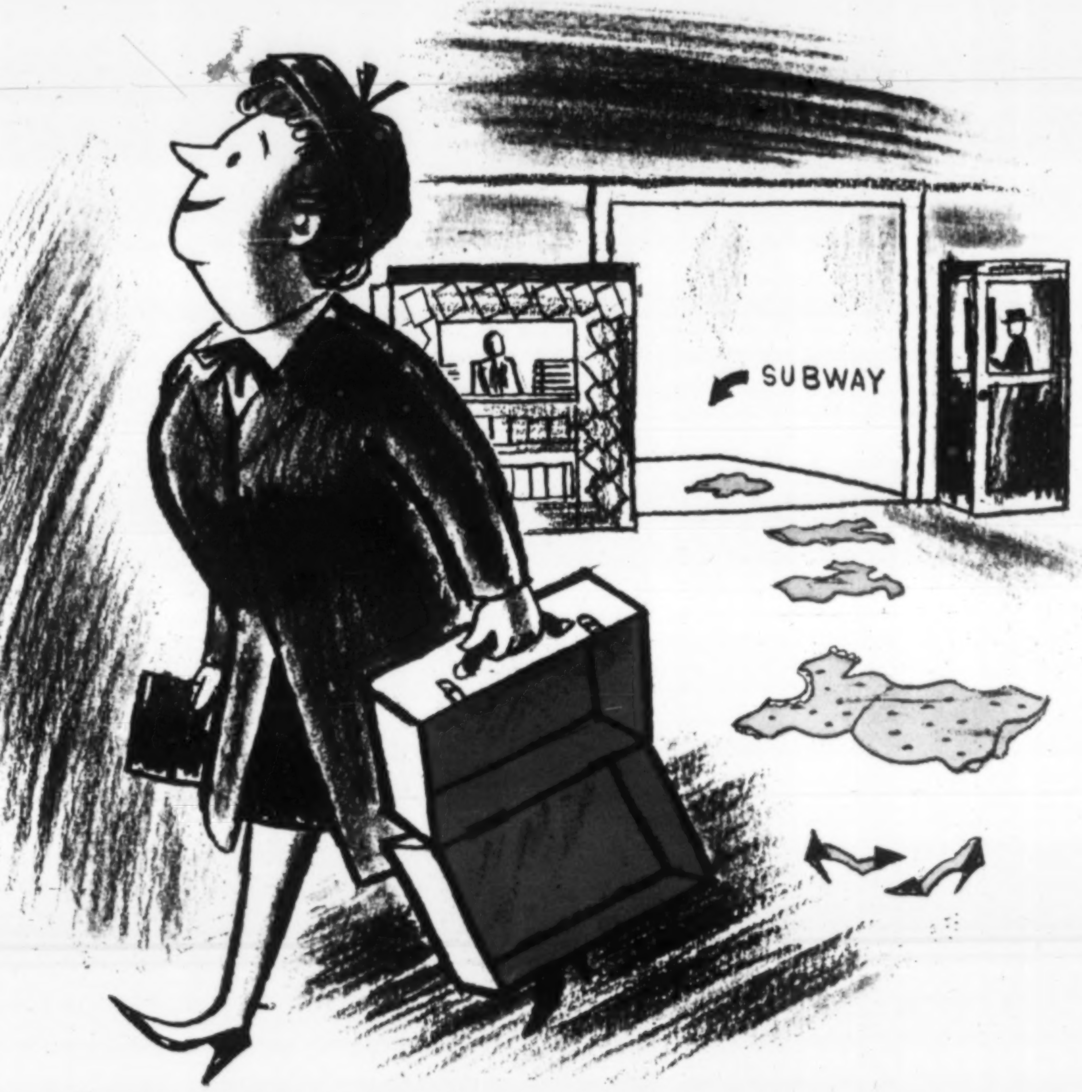
Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle* Television

KVAL-TV Ch. 13 EUGENE

KPIC-TV Ch. 4 ROSEBURG Affiliate

KCBY-TV Ch. 11 CABLE 4 Coos Bay Affiliate



SOMETHING MISSING...

(like California without the Billion-Dollar Valley of the Bees). You're losing some essentials along the way if you're trying to cover California without including the state's important inland valley. There's a 27-county region here that belongs in your sales planning. Spends, in fact, $4 billion a year for consumer products. The way to make sure some of it is spent for your product is: advertise in the three Bees. Check our triple discount plan.°

Data Source: Sales Management's 1961 Copyrighted Survey

THE SACRAMENTO BEE
THE MODESTO BEE
THE FRESNO BEE

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

The Bees offer national advertisers discounts on ❶ bulk ❷ frequency; or ❸ standard page discounts.
Check O'Mara and Ormsbee for details.

Advertisers Find Contests Help . . .

trants. Just who are the people who enter contests? First of all, the people that the company wants to attract. A well-planned contest singles out the particular audience that the company is after. One extreme example of such preselection is the current "Money for Christmas" contest promoting R. T. French Co.'s parakeet foods—it's open only to parakeet owners.

■ According to Mr. Reiner, 80% of the contest entrants are married women over 20, 14% are women under 20, and 4% are male. Their income breakdown: 9% have a family income of under $4,000; 23% have a family income of $4,-6,000; 32% have a family income of $6-8,000; 20% have a family income of $8-10,000; and 8% have a family income of over $10,000. The remaining 8% did not respond to the question in this survey conducted last March.

Rambler size!!!
Why buy Rambler size without Rambler quality?
See the only proved and improved right size car...
RAMBLER FOR 1962!
FREE!

CONTEST—*American Motors Corp., Detroit, ran this page·ad, with an attached card, in The Saturday Evening Post, Nov. 4, to promote Rambler's $500,000 giveaway. Geyer, Morey, Madden & Ballard is the agency.*

In another survey, 80% said they entered two or more contests in the past year; 11% said they entered all contests they knew about, while 2% said they went out of their way to find out about contests, by purchasing contest magazines, etc.

Sweepstakes are the favorite type of contest as far as the entrants are concerned. Of those surveyed, 63% entered sweepstakes—and 95% of them entered the same sweepstakes more than once when no proof of purchase was required.

■ Also, 30% maintained they would switch brands for a product costing under 80¢ when proof of purchase was required. And 5% of this 30% further said they had entered more than once by buying two or more proofs of purchase.

In recent years, contests have grown from hit-and-miss promotions to highly organized ones, planned not just to attract entries but to perk up participation of everyone from the sales force to retailers.

Companies are motivated to run contests for a number of reasons. According to Mr. Reiner, contests solve many problems, and companies turn to contests in order to:

- **Increase sales** by requiring customers to purchase the product in order to enter. An extremely successful example would be Borden's 100th anniversary contest to name Elsie's twins: 2,963,103 entries (and proofs of purchase) were received, making the contest one of the top ten of all time. Entries of 1,000,000 are considered excellent and unusual, according to the Reuben H. Donnelley Corp. which judges 85%-90% of all contests.
- **Increase brand name recognition.** An example would be the current Proctor-Silex contest, which is also an example of a company whose products have often been contest prizes and which finally decided to try a contest of its own.
- **Acquaint consumers** with all virtues of the product. In many contests, entrants must read about the product in order to compose their entries.
- **Boost dealer interest.** In a Simmons Co. contest, mattresses stuffed with money were offered both to consumers and dealers, the prime motivation being to stop dealers from switching customers to off-brand mattresses which gave better dealer markup than Simmons.
- **Increase dealer displays.** Almost every well-planned contest results in more displays, but this was the major goal of Mennen's good grooming contest. The results: 101,000 displays (80%-85%) were set up, compared to the usual 60%.
- **Introduce new product.** Last year Masland Carpet Co. offered a "cornucopia of prizes" to entice women into stores to see its new Cornucopia carpet. To insure dealer cooperation, stores were set up as headquarters for local prizes given in addition to national prizes. And 75% of Masland's stores tied in.
- **Open new markets** or contact difficult-to-reach customers—To gain the attention of top management, the Mosler Safe Co. decided to work through executive secretaries with a contest offering a Secretary's Dream Vacation. Apparently the sales message got through to the boss, because sales very definitely went up.
- **Increase store traffic.** The Rexall drug chain increased sales 20% for its Super Plenamins vitamins with a contest, and also increased traffic in its stores.
- **Wake up the sales force.** This is hoped for in every contest.
- **Indicate depth of line.** Gulf Oil Co., in its Living the Life of Riley contest, put across the idea that it sells not just gas and oil, but anti-freeze and other auto accessory products. For this contest, which ran in 28 states only, the company set a goal of 200,000 en-

ROTO

. . . The use of home-edited, newspaper distributed, color gravure magazines—singly or in any combination—as a "tactical ad force" to pinpoint coverage when and where you want it.
America's 54 Home Edited (independent) Gravure Magazines serve 41 major markets. You can match the magazine(s) to the market(s) where you need sales action the most.

Dixie
Sunday
The Times-Picayune
New Orleans
ROTO MAGAZINE
To Help Man Stretch His Imagination
Page 4

. . . in NEW ORLEANS
It's THE TIMES-PICAYUNE
DIXIE SUNDAY MAGAZINE

14 OF THE BEST OF 54 HOME EDITED
● Akron Beacon Journal ● Atlanta Journal Post ● Houston Chronicle ● Indianapolis Picayune ● Phoenix Arizona Republic

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

tries, ended up with 2,000,000.

- **Tell a corporate story**—such as Schrafft's 100th anniversary contest, telling of its years of experience and growth.
- **Make an existing product seem new,** or draw attention to existing product's new features. The current Colgate contest for Fab introduces a "new" Fab, which has a new whitening agent and a new package.
- **Conduct market research**—H. W. Lay Co., potato chip manufacturer, is running a coloring contest for kids on its tv show, "Deputy Dawg," to find out whether it should continue sponsorship of the show.
- **Change advertising pace.** It's hard to glamorize salt, so Diamond Crystal Salt Co. is running a Castle-in-Spain vacation contest to give salesmen something to sell besides a mundane product. The contest is also serving as a prelude to a new humorous ad campaign.

Win a Schiaparelli mink outfit plus a trip to New York!
Pretty soft!
Fems

216 PRIZES—*Kimberly-Clark Corp. promotes its "pretty soft" Fems napkin with 216 "pretty soft" mink prizes—one mink outfit, 15 mink cape-stoles, and 200 mink collars.*

▪ Contests are becoming such big business, they are spawning other businesses. Contest consultants plan and run almost all contests now.

There are two publications, *All-American School* and *Contest Magazine*, covering the field. Professional entrants now have their own association, complete with conventions.

There's even a new and lucrative vocation for prize followers, who swarm after contest winners offering to buy up unwanted prizes.

▪ Shure Bros. Inc., Evanston, Ill., which aims for an above-average income audience to sell its hi-fi cartridges and tone arms, offered a $14,000 Rolls-Royce for the winner of an essay contest on "I like Shure hi-fidelity stereo cartridges because . . ." in 1959. In addition, if the winner had purchased a Shure cartridge, he got an air trip to the British Isles to pick up the Rolls.

Shure liked the contest well enough to repeat it, this one (now in progress) offering a "20th Century music room"—furnishings, carpets, piano, hi-fi sound system and $5,000 toward construction or remodeling of the room. In addition, if the winner purchased the product, he gets a $1,000 RCA Victor record library. The dealer who supplies the winning entry blank gets a new showroom, and the salesman who gives the required demonstrations wins $1,000. Total cost of the contest package is estimated at $25,000.

▪ The company also ran a contest for professional musicians to introduce its new personal microphone. The winning group won a recording date to do a George Shearing arrangement of an original number, "Mike Fright."

EMPRESS TUNA CONTEST
WIN A FABULOUS
CARIBBEAN CRUISE FOR 2
270 ADDITIONAL PRIZES

270 PRIZES—*Empress Tuna is being promoted by a contest offering a Caribbean cruise, 30 electric can openers, 90 bath scales and 150 cases of tuna.*

In addition to boosting sales, Shure said, the contests create awareness of the product, tie in with the introduction of new products, and help create store traffic.

The company would not talk about specific sales results, but noted that one out of three people who got a demonstration before entering the Rolls contest bought a Shure product. #

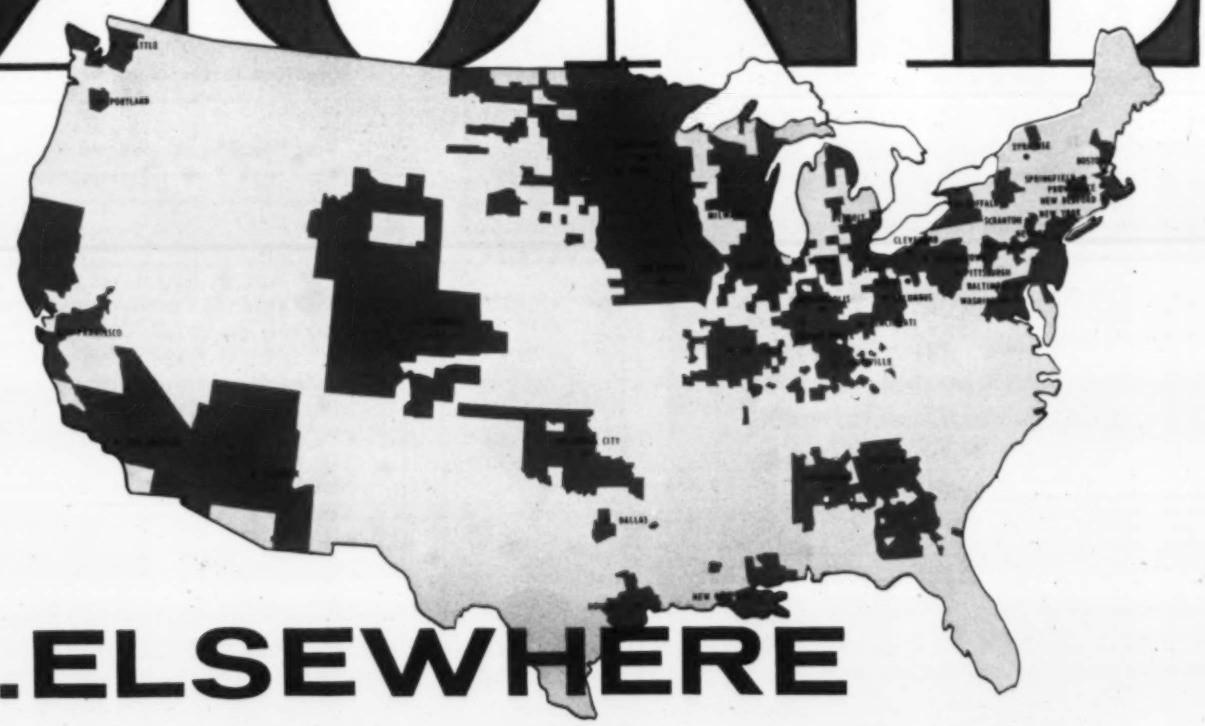
U. S. Newsprint Drops

Total estimated newsprint consumption for the first 10 months of 1961 was 5,985,405 tons compared with 6,104,232 tons in the same period last year. October consumption fell to 682,564 tons compared with 688,884 tons in 1960, according to the American Newspaper Publishers Assn.

Maas Appoints R. E. McCarthy

Maas Bros. Dept. Store, Tampa, has appointed R. E. McCarthy & Associates, division of Liller, Neal, Battle & Lindsey, Tampa, to handle all broadcast advertising for its stores in Tampa, St. Petersburg, Lakeland, Sarasota and Clearwater.

ZONE



...ELSEWHERE
40 OTHER MAJOR MARKETS!

Home Edited Gravure Magazines provide 20% or more coverage in those U.S. counties which contain 55% of the population and account for 57% of retail sales.

GRAVURE MAGAZINES SERVING 41 MAJOR MARKETS

and Constitution • Columbus Dispatch • Dallas Times Herald • Denver Star • Louisville Courier-Journal • Newark News • New Orleans Times- • St. Louis Globe Democrat • Toledo Blade • Washington Post Times Herald

Above: A magnificent full-color reproduction of Samuel Walter's famous painting of the Ship "Independence." Painted in 1836, it conveys all the fury of wind, storm, sky and angry waters. A remarkable and authentic picture of this famous Packet which sailed between New York and Liverpool. Price $12.00, postpaid.

Prints and Pictures of
SHIPS & SEA
For the Executive Office

If you don't like boats and the water, we're not for you. But if you do like to dream beyond the picture of a sailing ship, or the tumbling waves of an ocean painting—then pictures from our collection can make you very happy indeed. And also lend a bit of nautical flavor to your office.

Our 40 page illustrated catalogue shows reproductions of old ship prints as well as paintings—from Winslow Homer's masterpiece "8 Bells" at $2.95 to Joseph Arentz' "North Atlantic," a powerful study of ocean and sky in the full 27"x 39" size at $15.00. Catalog price, 25¢.

Send check or Money Order to:
PRESTON'S *marine* PRINTS
112 Main St., Greenport, L. I., N. Y.

"this is how the people of Asia feel about their magazine"

"Hardly I had finished reading the Editor's Note 'There is an Asia...' I was thrilled to realize that this magazine is perhaps going to be the first of its kind and a long awaited one. This is a wonderful land – this Asia. Here, as you say, 'One is not an Indian or a Japanese or a Filipino, but an Asiatic.' You have proclaimed the truth."

An Advocate in the High Court of West Pakistan

"I wish to congratulate you on your success in achieving such a wide circulation for an Asian magazine in fifteen different countries. It is a novelty in the publishing world, so far as I know, and clearly indicates a triumph of organization."

Justice of the Supreme Court, Singapore

"I must say that the birth of a new international publication should be hailed as an important journalistic event, more so if its mission is to serve as the mouthpiece of peoples living in the most fascinating region of the world. Through this and subsequent issues of The Asia Magazine, let us hope that Asians will be able to know themselves better as well as make themselves better understood in spite of their variety of cultures and aspirations." *The President of a major Asian country*

"The Asia Magazine is one more strong link in Asian solidarity which is a step on road to the One World. I am sure it will promote better understanding, help build stronger ties and provide a good cultural forum for the people staying in this part of the world."

An Indian businessman

"I want to tell you how I eagerly looked forward to the first issue of Asia Magazine. When I did receive it, I must say that it did not fall short of my expectations. It is indeed a publication worthy of the region of Asia."

A prominent Asian lawyer and political leader

"Yours, Sir, is not only a bold attempt in publishing enterprise but also a noble effort in fostering greater understanding among Asians generally. Apart from an impressive get-up, the magazine contains a fund of information and many interesting features."

The Principal of an Asian College

"I wish to compliment you on this new publication, which is excellently produced. Such a magazine fulfills a long-felt want for a journal devoted to Asian affairs."

An Asian ambassador in Tokyo

"The writing is readable, the material is interesting, and the print is easy on the eyes. The color printing is excellent."

The art critic of a leading Asian newspaper

"*Asia is awakening and the re-awakening of Asia needed to be reproduced in print. The Asia Magazine has, therefore, to play a very important role and the belief which is your motivating force will surely help you to achieve this end.*"

A Pakistani housewife

"Congratulations for the splendid efforts you have exerted towards providing a vehicle for the expression of Asian sentiments—in the only manner a true Asian feels—and for the display of Asian culture and history—in the unbiased manner a true Asian sees."

A top banking executive from the Philippines

!

"the**asia**magazine"

theasiamagazine

The ASIA Magazine is the new weekend magazine that everyone's talking about. It is distributed with the most respected English-language newspapers in fifteen countries in Free Asia and is read by more than 730,000 high-income Asian families each week. Call or write your ASIA Magazine representative and ask to see the latest issue.

A weekend magazine supplement of The Guardian of Burma, The Bangkok Post, The Times of Ceylon, The Hong Kong Tiger Standard, The Times of India, The Japan Times, The Djakarta Daily Mail, The Pakistan Times, The Morning News of Pakistan, The Manila Times, The Times of Vietnam, The Korean Republic, The China Post, The Straits Times, The Morning Star of Okinawa

Offices in Hong Kong, Tokyo, Osaka, London, Frankfurt,

New York – 210 East 58th Street

Chicago – United Of America Building, 1 East Wacker Drive

November Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
Alabama Farmer: (mon)										
♯North Edition	4.7	—	70.4	—	3,537	—	53,186	—	3,114	—
♯South Edition	4.7	—	74.9	—	3,537	—	56,591	—	3,114	—
Average 2 Editions	4.7	—	72.6	—	3,537	—	54,888	—	3,114	—
†American Agriculturist (mon)	18.6	25.5	289.6	339.8	13,557	18,542	210,881	247,304	12,100	16,364
§Arizona Farmer-Ranchman (bw)	47.1	46.5	563.4	628.5	35,660	35,126	426,005	475,182	34,264	33,095
Arkansas Farmer: (mon)										
♯Delta Edition	8.7	9.3	158.7	183.8	6,539	7,056	119,965	139,005	6,086	6,457
♯Western Edition	7.7	9.6	118.7	164.5	5,825	7,266	89,724	124,381	5,372	6,667
Average 2 Editions	8.2	9.5	138.7	174.2	6,182	7,161	104,845	131,693	5,729	6,562
Better Farming Methods: (mon)										
♯Eastern Edition	15.1	12.3	200.0	205.4	6,488	5,281	85,802	88,133	6,488	5,281
♯Central Edition	15.3	13.8	227.5	226.9	6,558	5,920	97,594	97,358	6,558	5,920
♯Southern Edition	15.8	13.1	207.8	217.7	6,768	5,631	89,160	93,391	6,768	5,631
♯Western Edition	13.8	12.3	182.5	205.2	5,919	5,281	78,307	88,043	5,919	5,281
Average 4 Editions	15.0	12.9	204.5	213.8	6,433	5,528	87,716	91,731	6,433	5,528
Business Farming (mon)	25.2	17.8	277.5	327.4	11,353	8,034	124,914	147,395	10,706	6,887
§California Farmer: (sm)										
Central Valley Edition	39.5	39.8	406.3	411.0	29,903	26,497	297,274	301,911	30,040	25,722
Northern & Comb. Edition	45.4	48.5	486.9	456.6	34,339	32,274	346,398	336,184	34,476	31,499
Southern Edition	39.9	41.5	400.1	393.2	30,211	27,611	282,238	288,256	29,900	26,500
Average 3 Editions	41.6	43.2	424.4	420.2	31,484	28,794	308,636	308,783	31,472	27,907
Colorado Rancher & Farmer (sm)	18.1	21.4	385.7	401.7	14,417	16,203	292,808	303,999	13,787	14,813
Dakota Farmer (sm)	21.4	25.1	432.6	546.4	16,848	19,717	339,230	428,396	15,389	17,989
Electricity on the Farm (mon)	7.7	10.6	89.2	103.1	2,739	3,660	30,785	35,590	—	—
The Farmer (sm)	54.5	57.9	870.9	906.8	42,706	45,430	682,771	710,934	37,264	39,885
Farmer-Stockman: (mon)										
‡♯Kansas Edition	16.9	—	72.9	—	12,834	—	55,428	—	9,996	—
♯Oklahoma Edition	19.0	25.6	360.4	334.4	14,447	19,461	273,962	254,183	11,630	16,387
♯Texas Edition	15.4	22.2	305.0	312.2	11,725	16,870	231,850	237,300	9,457	14,176
*Average 2 Editions	17.1	23.9	332.8	323.3	13,002	18,166	252,901	245,742	10,361	15,282
Farm Journal: (mon)										
♯Central Edition	79.1	82.7	864.0	925.4	33,928	35,460	370,675	397,003	32,468	33,431
♯Eastern Edition	70.1	69.2	747.5	766.8	30,065	29,668	320,669	328,941	28,605	27,639
♯Southeastern Edition	58.9	59.5	602.2	643.7	25,276	25,522	258,324	276,164	23,816	23,493
♯Southwestern Edition	60.3	61.7	625.5	653.7	25,848	26,451	268,339	280,454	24,388	24,422
♯Western Edition	70.8	71.0	756.7	797.4	30,353	30,455	324,630	342,088	28,893	28,426
Average 5 Editions	67.8	68.8	719.2	757.4	29,094	29,511	308,527	324,930	27,634	27,482
††Farm Quarterly (q)	102.8	92.5	414.0	391.9	47,494	42,635	191,238	180,958	45,877	41,957
Farm & Ranch—Southern Agriculturist: (mon)										
♯Southeastern Edition	27.8	30.4	319.6	352.7	11,920	13,022	137,096	151,309	10,096	10,735
♯Southwestern Edition	26.0	31.7	331.1	365.4	11,145	13,582	142,027	156,748	9,106	11,411
Average 2 Editions	27.1	30.9	324.1	357.7	11,618	13,240	139,020	153,427	9,710	10,998
Georgia Farmer: (mon)										
♯North Edition	5.2	6.1	86.0	131.9	3,955	4,629	65,039	99,724	3,576	4,132
♯South Edition	6.0	6.5	108.1	154.8	4,522	4,899	81,724	117,038	4,143	4,402
Average 2 Editions	5.6	6.3	97.1	143.3	4,239	4,764	73,382	108,381	3,859	4,267
Indiana Farmer (mon)	14.6	11.1	188.2	168.0	11,223	9,072	145,506	129,001	9,147	7,543
‖§Kansas Farmer (sm)	36.4	33.8	442.2	381.0	27,977	25,947	339,621	292,638	23,131	21,829
**Kentucky Farmer (mon)	10.9	11.7	144.0	193.0	8,359	8,989	110,775	148,353	7,288	8,048
§Michigan Farmer (sm)	43.7	46.6	504.2	531.6	33,581	35,797	387,219	408,263	27,069	29,986
Mississippi Farmer: (mon)										
♯Delta Edition	6.7	6.6	96.3	136.8	5,090	4,993	72,810	103,471	4,716	4,435
♯Eastern Edition	4.7	7.2	66.3	116.4	3,578	5,413	50,120	87,994	3,204	4,855
Average 2 Editions	5.7	6.9	81.3	126.6	4,334	5,203	61,465	95,773	3,960	4,645
‖§Missouri Ruralist (sm)	38.1	37.0	444.7	380.2	29,268	28,435	341,536	291,968	20,877	21,902
Montana Farmer-Stockman (sm)	29.8	37.2	558.4	623.6	22,526	28,154	422,126	471,471	19,880	22,309
Nebraska Farmer (sm)	62.5	64.8	890.9	925.7	47,246	49,019	673,619	700,043	34,177	38,330
‡‡§New England Homestead (sm)	16.3	20.9	202.4	262.4	11,373	14,644	135,853	183,649	8,825	10,958
New Mexico Farm & Ranch (mon)	16.3	20.9	214.5	224.8	12,380	15,806	162,507	170,250	12,268	15,694
§Ohio Farmer (sm)	60.0	53.1	627.1	633.3	44,510	40,754	481,634	486,346	35,734	32,197
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	32.0	33.9	378.7	368.7	24,186	25,624	286,327	278,759	22,259	23,207
The Oregon Farmer	27.7	33.0	324.8	347.0	20,918	24,964	245,524	262,303	19,697	23,735
The Utah Farmer	32.2	32.6	372.1	353.5	24,320	24,658	281,323	267,253	22,739	22,123
The Washington Farmer	31.2	36.8	343.5	366.6	23,611	23,783	259,721	277,148	22,329	22,517
§Pennsylvania Farmer (sm)	37.9	36.4	455.6	446.6	29,112	27,962	349,903	342,971	25,082	24,088
Prairie Farmer: (sm)										
♯Illinois Edition	61.4	61.2	1,030.0	1,039.7	44,683	44,575	749,838	756,927	37,009	36,829
♯Indiana Edition	55.4	60.1	975.4	994.8	40,395	43,757	710,124	724,299	32,721	36,011
Average 2 Editions	58.4	60.7	988.9	1,017.3	42,539	44,166	719,978	740,613	34,865	36,420
Progressive Farmer: (mon)										
♯Carolina-Va. Edition	62.2	64.2	695.4	772.8	42,323	43,623	472,901	525,536	40,340	41,283
♯Ga.-Ala.-Fla. Edition	66.5	66.9	721.1	777.9	45,221	45,474	490,321	528,982	43,225	43,074
♯Ky.-Tenn.-W. Va. Edition	60.8	63.3	661.1	731.8	41,333	43,055	449,547	497,591	39,600	40,904
♯Miss.-La.-Ark. Edition	63.5	64.4	674.6	724.1	43,145	43,772	458,728	492,406	41,337	41,459
♯Texas Edition	65.3	63.7	680.8	748.1	44,411	43,277	462,918	508,734	42,501	40,909
Average 5 Editions	63.7	64.5	686.6	750.9	43,287	43,840	466,885	510,650	41,401	41,526
Rural New-Yorker: (mon)										
♯New York-New England Edition	18.5	15.7	210.2	218.8	14,117	12,004	160,544	167,042	11,977	10,484
♯Penn-Jersey Farming Ed.	17.4	14.7	198.0	207.2	13,277	11,243	151,305	157,922	11,137	9,723
Average 2 Editions	18.0	15.2	204.1	213.0	13,697	11,623	155,925	162,482	11,557	10,103
Southern Planter: (mon)										
♯Va., W. Va., Md., Del. Ed.	8.9	15.3	217.2	245.1	6,240	10,730	152,115	171,610	5,913	10,374
♯N. Car., S. Car., Ga. Ed.	9.1	12.3	168.1	204.6	6,387	8,625	117,720	143,124	6,060	8,269
Average 2 Editions	9.0	13.8	192.7	224.9	6,314	9,678	134,918	157,368	5,987	9,322
Successful Farming (mon)	66.1	61.5	720.2	816.2	29,762	27,679	324,084	367,271	26,059	25,963
**Tennessee Farmer & Homemaker (mon)	9.3	5.8	106.1	137.0	7,166	4,464	81,507	105,304	6,374	3,722
Wallaces' Farmer (sm)	65.3	70.6	955.2	994.5	51,199	55,317	748,905	779,715	40,337	46,998
Western Crops & Farm Management (mon)	14.7	17.6	243.1	242.8	6,292	7,549	104,543	104,194	6,292	7,549
Western Farm Life: (sm)										
♯Regular Edition	14.1	16.4	191.1	203.3	11,086	12,875	149,849	159,446	6,377	8,214
♯Eastern Edition	16.7	19.6	243.0	257.0	13,148	15,396	190,866	202,060	8,439	10,735
Average 2 Editions	15.4	18.0	217.3	230.5	12,107	14,135	170,357	180,703	7,408	9,474
Wisconsin Agriculturist (sm)	44.4	42.1	661.4	661.9	34,842	33,015	519,413	521,986	34,121	32,557
Wyoming Stockman-Farmer (mon)	50.9	45.2	531.7	489.4	38,472	35,476	415,666	376,898	27,469	26,721
Total Group	948.8	970.7	12,233.1	13,026.9	614,964	635,776	8,312,085	8,832,555	530,553	554,938

♯Not included in totals. §Not included in totals; as November figures were unavailable as this issue went to press October figures are shown. †Changed from semi-monthly to monthly publication July 1961. ‡First published September 1961. *The November 1961 figure is the average for all three editions. All other figures are the average for only Oklahoma and Texas editions. ††Published quarterly in February, May, August and November. **Changed from 784-line page to 768-line page January 1961. ‡‡Changed from semi-monthly to monthly publication May 1961. ‖Changed from 760-line page to 768-line page January 1961.

Newspaper-Distributed Farm Sections

	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
Iowa Farm & Home Register (mon)	10.4	11.9	147.5	180.7	10,447	11,888	147,455	180,741	10,169	11,381
Texas Ranch & Farm (mon)	2.4	5.8	111.0	131.3	2,366	5,796	110,992	131,250	2,142	4,970
Total Group	12.8	17.7	258.5	312.0	12,813	17,684	258,447	311,991	12,311	16,351

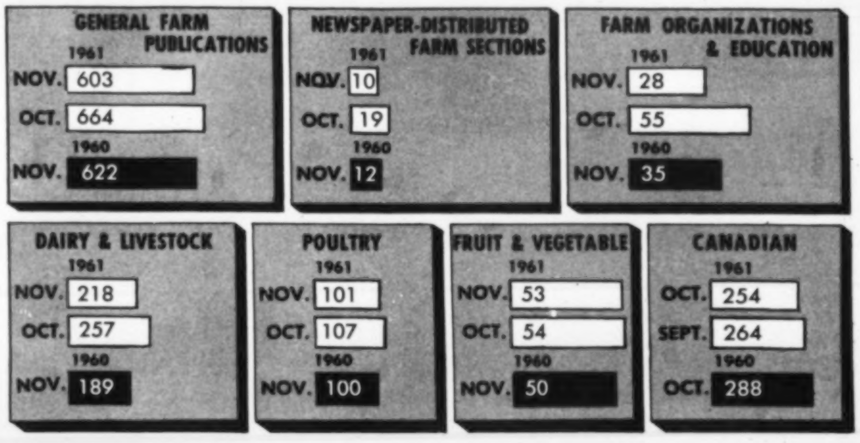
Farm Organizations and Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
Agricultural Leaders' Digest (mon)	9.0	6.4	72.3	72.9	3,861	2,734	31,021	31,246	3,707	2,734
Buckeye Farm News (mon)	8.0	13.0	177.2	150.8	3,627	5,870	79,954	68,023	—	—
County Agent & Vo-Ag Teacher (mon)	13.1	19.6	219.9	255.1	5,612	8,388	94,357	109,409	5,612	8,388
§Iowa Farm Bureau Spokesman (w)	38.2	44.3	472.3	519.5	38,773	44,967	479,165	528,719	37,140	42,920
Michigan Farm News (mon)	1.7	2.9	27.2	25.7	4,188	6,712	63,258	59,776	3,900	6,328
Missouri Farmer (mon)	14.8	8.4	156.8	139.1	6,230	3,537	65,544	58,428	2,909	2,770
National 4-H News (mon)	7.5	11.4	144.0	201.0	3,164	4,807	60,498	84,438	3,164	4,807
National Future Farmer (bm)	—	—	133.9	174.7	—	—	57,827	75,801	12,400	15,421
*Nation's Agriculture (mon)	3.6	5.8	47.7	56.8	1,530	2,480	20,456	24,364	842	1,503
§Washington Grange News: (sm)										
East Edition	11.2	12.4	131.4	136.3	12,194	13,482	142,884	147,886	11,900	13,174
West Edition	11.4	12.8	128.8	135.6	12,348	13,902	139,762	147,126	12,054	13,594
Average 2 Editions	11.3	12.6	130.1	136.0	12,271	13,692	141,368	147,560	11,977	13,384
Total Group	57.7	67.5	979.0	1,076.1	28,212	34,528	472,915	511,485	32,534	41,951

§Not included in totals; as November figures were unavailable as this issue went to press October figures are shown.
*Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
The Cattleman (mon)	99.7	105.2	1,038.2	1,066.8	41,899	43,974	436,026	447,940	12,744	12,824
†§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	38.5	42.1	300.6	310.5	83,098	90,820	648,167	669,361	32,713	45,480
The Drovers Telegram, Kansas City	45.7	48.4	286.1	287.3	98,572	104,356	616,783	619,366	50,167	64,153
The Stockman's Journal, Omaha	47.1	49.3	341.0	353.5	101,424	106,201	735,223	762,217	57,711	60,641
The Livestock Reporter, St. Louis	29.9	28.0	221.6	235.1	64,599	60,408	477,914	506,904	36,504	39,164
§Dairymen's League News (bw)	30.6	32.0	130.0	146.7	22,250	23,331	94,615	106,789	21,591	22,687
Feedlot (mon)	33.7	26.7	302.2	214.8	14,140	11,214	126,910	90,216	14,056	11,228
Florida Cattleman (mon)	58.7	64.0	744.2	795.8	24,657	26,900	312,560	334,255	13,163	12,864
Hoard's Dairyman (sm)	59.8	48.6	638.9	672.1	43,523	35,396	465,144	489,305	37,311	29,302
Livestock Breeder Journal (mon)	62.3	70.7	780.8	795.0	26,152	29,708	327,922	333,917	4,130	4,044
National Hog Farmer (mon)	27.1	19.4	281.1	253.6	27,506	19,694	285,307	257,409	26,421	19,130
National Livestock Producer (mon)	21.6	16.0	191.5	206.5	15,791	11,717	139,496	150,334	15,188	11,144
Western Dairy Journal (mon)	27.5	28.0	323.2	413.3	11,819	12,010	141,753	177,197	10,566	9,140
Western Livestock Journal: (mon)										
♯Mts. & Plains Edition	61.5	56.5	665.9	772.7	26,390	24,222	285,742	331,447	10,850	9,221
♯Pacific Slope Edition	120.6	73.4	1,032.4	1,052.7	51,727	31,511	442,954	451,631	14,179	13,465
Average 2 Editions	91.1	65.0	849.2	912.7	39,059	27,867	364,348	391,539	12,515	11,343
§Western Livestock Reporter (w)	62.3	54.6	340.9	328.7	83,731	73,382	456,824	441,743	21,098	21,112
Total Group	481.5	443.6	5,149.3	5,330.6	244,546	218,480	2,599,466	2,672,112	146,094	121,019

♯Not included in totals. §Not included in totals; as November figures were unavailable as this issue went to press October figures are shown. †Twenty-one issues October 1961; twenty-two issues October 1960.

Poultry

	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
American Poultry Journal: (mon)										
♯Egg Producer Eastern Edition	6.9	12.3	109.2	152.6	2,966	5,280	46,857	65,455	1,523	2,787
♯Egg Producer Midwest Edition	8.7	12.7	114.1	170.0	3,713	5,455	48,962	72,945	2,312	3,535
♯Egg Producer Pacific Edition	7.6	11.9	112.7	169.9	3,270	5,114	48,361	72,895	2,404	2,232
♯Egg Producer Southern Edition	6.8	13.8	113.7	175.3	2,924	5,930	48,769	75,211	1,523	3,437
†♯Broiler Producer Edition	—	11.7	59.8	90.9	—	5,039	25,634	38,996	—	5,039
♯Turkey Producer Edition	5.5	10.6	84.5	116.1	2,378	4,554	36,244	49,803	2,308	3,313
Average 6 Editions	7.1	12.2	99.0	145.8	3,050	5,229	42,471	62,551	2,014	3,391
Broiler Business (mon)	34.9	25.3	338.6	299.2	14,992	10,851	145,255	128,336	11,846	7,924
Broiler Industry (mon)	30.4	33.4	348.4	338.2	13,685	15,032	156,877	152,232	11,510	12,557
Everybodys Poultry Magazine (mon)	21.2	19.8	196.0	217.2	9,095	8,507	84,090	93,219	4,671	5,182
Georgia Poultry Times (w)	29.3	28.7	317.0	300.0	31,304	30,702	338,506	320,320	24,640	29,980
§The Poultryman: (w)										
Dixie Edition	20.5	12.1	174.4	140.4	22,178	13,117	189,235	152,284	12,524	4,514
National Edition	14.9	11.6	152.8	127.5	16,130	12,592	165,793	138,418	7,204	4,514
New England Edition	18.4	15.8	194.3	172.1	19,916	17,201	210,855	186,801	9,892	7,002
New Jersey Edition	17.7	15.8	184.5	186.8	19,169	17,220	200,200	202,709	9,277	7,707
Poultry Tribune: (mon)										
♯Eastern Edition	30.9	31.7	382.4	383.5	13,260	13,600	164,031	164,516	8,451	9,209
♯Midwest Edition	30.4	34.0	373.7	386.4	13,051	14,575	160,323	165,782	8,455	10,467
♯Pacific Edition	40.8	41.7	468.7	484.2	17,497	17,890	201,088	207,707	10,821	11,253
♯Southeast Edition	34.6	37.4	430.3	436.2	14,847	16,042	184,615	187,134	9,166	11,356
♯Southwest Edition	29.8	32.9	353.5	379.2	12,784	14,122	151,636	162,676	7,616	9,871
Average 5 Editions	33.3	35.5	401.7	413.9	14,288	15,246	172,339	177,562	8,902	10,431
Turkey World: (mon)										
♯Central Edition	35.2	34.7	462.3	429.4	15,114	14,866	198,344	184,210	8,394	7,563
♯Eastern Edition	33.7	33.8	434.4	421.6	14,461	14,496	186,355	180,855	7,960	7,451
♯Western Edition	35.7	35.5	444.4	427.3	15,322	15,214	190,631	183,316	8,459	7,880

(Continued on Page 72)

	Total Advertising, in Pages Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Total Advertising, in Lines Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1961	Nov. 1960
Average 3 Editions	34.9	34.6	447.0	426.1	14,966	14,859	191,777	182,795	8,271	7,631
Total Group	191.1	189.5	2,147.7	2,140.4	101,380	100,426	1,131,315	1,117,015	71,854	77,096

≠Not included in totals. §Not included in totals; as November figures were unavailable as this issue went to press October figures are shown. †November and December 1961 issues combined.

Fruit & Vegetable

	Total Advertising, in Pages Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Total Advertising, in Lines Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Nov. 1961	Nov. 1960
American Fruit Grower (mon)	13.8	15.1	279.0	328.1	6,066	6,536	120,514	141,754	5,634	6,115
American Vegetable Grower (mon)	13.3	15.9	265.0	277.5	5,730	6,874	114,487	119,888	5,163	6,632
California Citrograph (mon)	26.5	23.3	259.1	249.3	17,766	15,638	174,302	167,422	17,430	15,344
Florida Grower & Rancher (mon)	59.5	58.7	193.0	214.3	18,601	15,966	161,295	186,897	17,866	14,706
Vegetable Growers Messenger (bm)	11.2	10.7	70.9	65.4	4,704	4,494	29,778	27,468	———	———
Western Fruit Grower (mon)	24.6	20.5	281.6	296.2	10,332	8,610	118,332	124,404	10,332	8,610
Total Group	148.9	144.2	1,348.6	1,430.8	63,199	58,118	718,708	767,833	56,425	51,407

Canadian (October)

	Total Advertising, in Pages Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Total Advertising, in Lines Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Oct. 1961	Oct. 1960
Le Bulletin des Agriculteurs (mon) ...	46.4	56.0	433.7	506.1	32,456	39,222	303,550	354,274	32,456	39,222
Country Guide (mon) ...	26.7	40.8	331.0	360.3	19,210	29,380	238,353	259,410	19,210	29,380
Family Herald (w)	81.0	83.8	695.6	698.7	78,985	81,769	678,282	681,294	57,129	58,557
Farmer's Advocate & Canadian Countryman (sm) †....	35.3	45.5	352.8	392.9	24,678	31,825	246,951	275,006	17,983	23,397
Free Press Prairie Farmer (w)	79.2	89.2	824.6	889.9	87,323	98,203	917,019	985,050	45,555	52,048
Western Producer (w) ...	41.2	44.0	535.3	592.9	44,047	47,044	572,759	634,402	25,666	25,143
Total Group	309.8	359.3	3,173.0	3,440.8	286,699	327,443	2,956,914	3,189,436	197,999	227,747

Battle of Bottles Is Feature of Beer Rivalry in Michigan

DETROIT, Nov. 21—Stroh Brewery Co. has uncapped a 16 oz. bottle to shore up local sales and hold off the flow of imported beer. And Drewry's Ltd. has joined in, with a 16 oz. bottle of its own.

Stroh began delivering the 16 oz. package Nov. 1 and ran its first newspaper ad two weeks ago. Plans call for radio and tv spots and point of sale as well as newspaper advertising.

Stroh and Drewry's are going after a share of the growing market for 16 oz. bottles now cornered by E&B, a local brand, and Old Milwaukee. Currently, 12% of the state's beer sales are in 16 oz. bottles.

▪ Meanwhile, Old Milwaukee is getting ready to shut off the shipment of its 16 oz. non-returnable bottles to Michigan. Throwaways will be outlawed in the state after Jan. 20, and this brand does about 90% of its Michigan business in throwaways. But Old Milwaukee is not expected to give up its foothold in this market (18,000 barrels in September). Schlitz will bring out a new 16 oz. can for Old Milwaukee within the next week.

Two-thirds of the Schlitz brewery's business here is Old Milwaukee, and the big bottle has helped boost total Schlitz sales by nearly 45% the first nine months of 1961. Old Milwaukee has started to push its 12 oz. bottle a little more, but sales have not perked up.

Stroh and Drewry's are selling their new 16 oz. bottles at $3.10 a case wholesale, which is 13¢ a case below Old Milwaukee's disposables.

The only other volume contender in this category is E&B, an old local company which built a comeback the past two years on its 16 oz. bottle at the same price as a standard 12. E&B sells its big bottle for $2.70 a case. But the "33⅓% more for the same price" theme, as could be expected, killed off the 12 oz. bottle, and E&B now does some 90% of its business in 16s.

For this reason, Stroh is not expected to downprice its 16 oz. bottle. Stroh markets nearly 2,000,000 bbls. a year, and nearly all of it is bottled in the standard 12 oz. container.

E&B, on the other hand, is not expected to pick up much new business, despite its price advantage and Old Milwaukee's problem of finding a new package. E&B already is producing at a near-capacity rate of about 230,000 bbls. a year.

▪ There is a rumor (officially denied by Schlitz) that Schlitz plans to step into Detroit after Jan. 1, with a local price for its premium beer in the same fashion as Blatz did. If so, it could mean a complete reshaping of the 12 oz. market. One area Schlitz distributor, however, said he knew nothing of such a pricing plan.

Another local rumor has linked Goebel Brewing Co. with a second Detroit brewery, but the merger has gone no farther than the talking stage. Goebel also has had conversations with Falstaff (AA, May 29), but these negotiations seem to have fallen apart.

Falstaff came into Detroit last June with a big splash, and sales for Michigan have more than doubled. Before June, Falstaff sold at a rate of about 6,000 barrels a month in outstate areas; in September the St. Louis brewer sold 13,000 barrels. Sales for the first nine months, boosted by four months of Detroit distribution, were 116% ahead of those a year ago. Falstaff hit a peak in midsummer and appears to have leveled off since.

Stroh is packaging in a 16 oz. size exclusively for Michigan, although the company ships nearly half of its beer out of the state. But Indiana and Ohio, the company's two biggest export markets, do not allow the 16 oz. bottle.

The nine Michigan breweries were down 3.7% for the first nine months of 1961, while shipments into Michigan, aided by Falstaff, Blatz and Old Milwaukee, were up 11.4%. The only Michigan bottlers to show an increase were Carling and Altes, with Altes making heavy summer shipments of National Boh to the South.

Pfeiffer is off about 15% in Michigan, but sales in southern states have offset the decrease at home. Pfeiffer, incidentally, reportedly is installing bottling equipment for 16 oz. bottles "just in case" the big bottle trend continues upward.

The only other local brewer to offer a 16 oz. bottle is Goebel, which introduced a Gold Label beer in September. Goebel relies on point of purchase advertising, and Gold Label has not caught on. Goebel is off about 25% from a year ago and operating well below capacity, it is reported. #

Mactier Launches 'Industrial Electronic Distribution'

Mactier Publishing Corp., 17 E. 54th St., New York, has launched *Industrial Electronic Distribution*, with a November/December date. The new tabloid for purchasing agents, buyers and purchasing engineers, is the first of three to be launched by Mactier in the next 12 months. The publication will concentrate on helping buyers and engineers who are engaged in the purchasing function.

James A. Lippke, formerly managing editor of *Electronic Design*, has been named to head the publication and Harold Short, formerly with Instruments Publishing Co., is co-publisher. Bryce Gray Jr. is president of Mactier.

Agency 'Goes Public': It's JA Shop in Tacoma

An advertising agency in Tacoma is offering stock to finance its operation, but it will be out of business in six months. It's the Achiever's Advertising Agency, staffed with 16 high school age members of Junior Achievement. Their services will be available to 15 industrial companies of the JA group.

Tacoma Advertising Club is sponsoring the agency for the second year. Advisors are Tom Hay, N. W. Church Supply; Bob Warren, commercial artist; and Doug Woodward, Douglas Fir Plywood Assn.

TvQ's Top Ten

For Nighttime Network TV
First November Report, 1961

Rank	Program	TvQ Score
1.	Ben Casey (Several sponsors, ABC)	52
2.	Sing Along with Mitch (Several sponsors, NBC)	46
2.	International Showtime (Several sponsors, NBC)	46
4.	Andy Griffith Show (General Foods, CBS)	45
5.	Bonanza (Chevrolet, NBC)	44
5.	Saturday Night Movies (Several sponsors, NBC)	44
7.	Red Skelton (S. C. Johnson, Best Foods, CBS)	43
8.	Wagon Train (Nabisco, Ford, R. J. Reynolds, NBC)	42
8.	Walt Disney's Wonderful World of Color (RCA, Eastman Kodak, NBC)	42
10.	Real McCoys (Procter & Gamble, ABC)	41
10.	Hazel (Ford, NBC)	41

Note—Home Testing Institute arrives at what it calls a TvQ score by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

This first November report is based on approximately the last half of October. The institute began releasing reports at about two-week intervals in October for more frequent measurement in the early part of the season and will continue to do so until mid-December. At that time, it will be changed to five-week periods.

Robert Arndt, Agency VP, Retires After 35 Years

Robert N. D. Arndt, vp and director of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, has retired after 35 years with the agency. Mr. Arndt, brother of John Falkner Arndt, founder of the agency, joined the agency a year after his graduation from Kenyon College. He has worked on almost every account the agency has handled. He has been active in Episcopal Church activities both locally and nationally, and will devote much of his future time to church work. Both Robert Arndt and John Arndt, who retired in June, will remain on the agency's board of directors.

Robert N. D. Arndt

Meldrum, Fewsmith Adds Two

Ray Wiemer and Paul J. Betz have joined Meldrum & Fewsmith, Cleveland, as account executives. Mr. Wiemer was at Penn & Hamaker, Cleveland; Mr. Betz was with Fuller & Smith & Ross, Pittsburgh.

the newspaper promotion that was TOO SUCCESSFUL

Shad are a lively game fish highly prized for the sport they provide and their roe is a delicacy.

■ Each winter thousands and thousands of shad, an ocean fish normally, swim into Florida's St. Johns River from the Atlantic to spawn.

■ And that's the time to catch them in the Central Florida headwaters of the St. Johns — about December to mid-March.

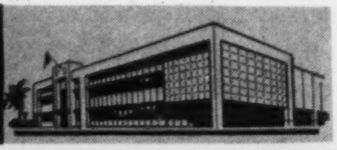
■ In order to spread the word of this fine sport and to encourage more people to learn of its pleasures (and also to help build another segment of Central Florida's economy), The Orlando Sentinel-Star last year sponsored a Shad Fishing Derby.

■ We gave weekly certificates for the biggest fish and at the end of the season gave a silver punch bowl (an Ohio tourist won it) as grand prize.

■ The Shad Derby was so successful that one local sportsmen's group this year has passed a resolution asking The Sentinel-Star not to sponsor the Shad Derby again. So many new fishermen took to the St. Johns, the sportsmen's resolution read, that some of the local shad enthusiasts found the river too crowded to fish.

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Shad Promoter

Orlando Sentinel-Star
ORLANDO FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

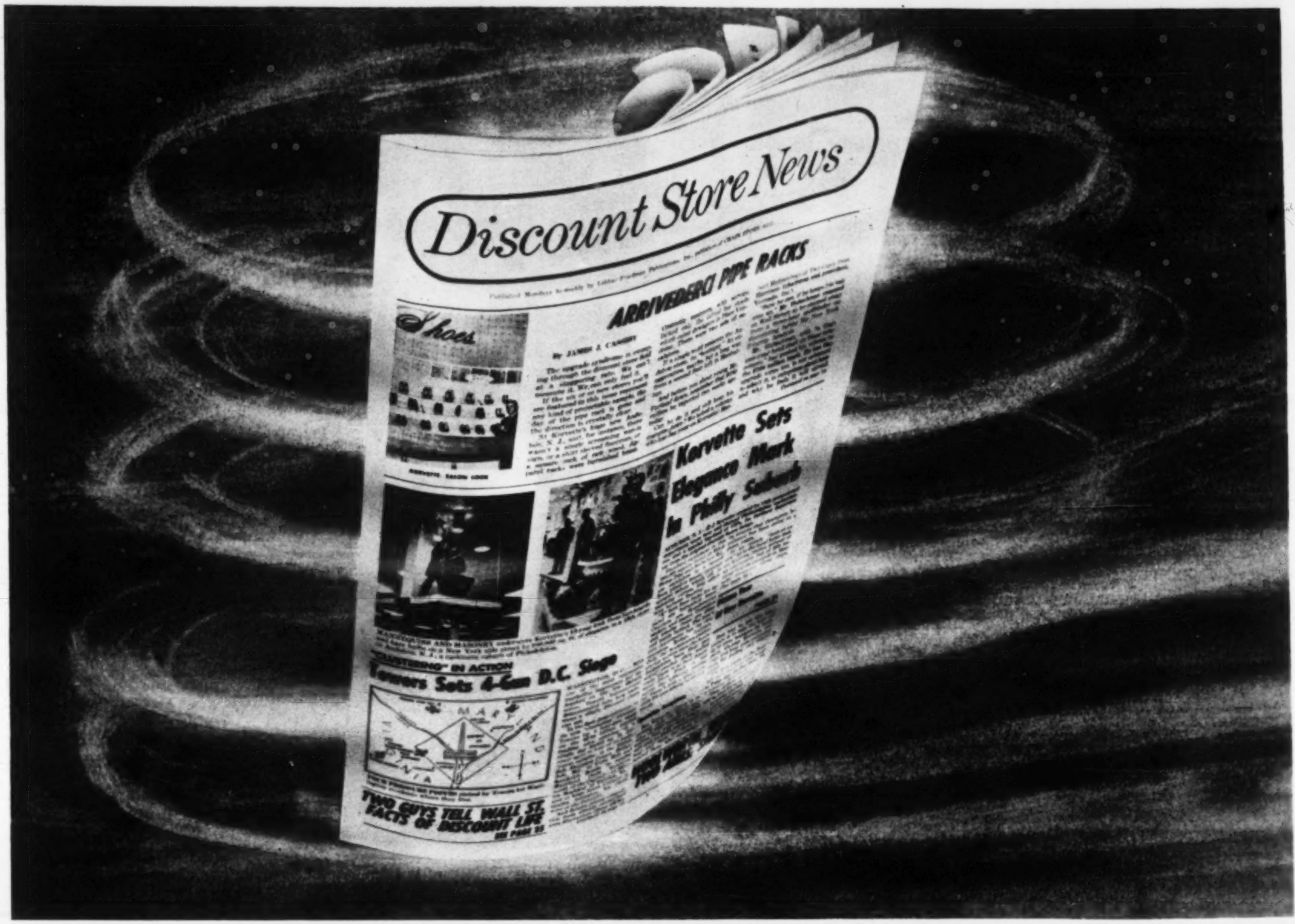
DELIVERS 3/4 MONTANA

BIG DISCOUNT SAVINGS · BULK & FREQUENCY DISCOUNTS · PROVED PROFITABLE BY 164 NATIONAL ADVERTISERS · DELIVERS 3/4 MONT.

MISSOULA
HELENA
BILLINGS
BUTTE ANACONDA
Independent-Record
Gazette
Missoulian-Sentinel
Standard-Post
MONTANA
WYO
CANADA
MONT
63¢ a line....
78¢ bought individually
IDAHO
ORE
NEV
UTAH
WYOMING
COLORADO
N.D.
S.D.
NEB

Montana Group

Jann & Kelley Inc. National Representatives


Discount Store News
ARRIVEDERCI PIPE RACKS
Shoes
Korvette Sets Elegance Mark In Philly Suburb
Korvettes Sets 4-Gun D.C. Siege
TWO GUYS TELL WALL ST. FACTS OF DISCOUNT LIFE

A whirlwind of fast-paced news hits the Discount Store field

JANUARY 1

Into the dynamic world of discounting . . . in a market with unlimited possibilities . . . comes an exciting new bi-weekly newspaper in tune with an industry and its decision-makers . . . DISCOUNT STORE NEWS.

It was born of an industry's wants. It will be produced for their needs. Its editorials will pulsate in time with the mad-paced discount world. It will impart a fresh outlook with vibrant reporting . . . a qualitative mix to insure maximum readership.

Comprehensive coverage will run the gamut from hard goods and garden supplies to drugs . . . from apparel to appliances . . . fixtures, construction, real estate . . . in an industry with over 2,000 discount chain stores and independents, multiple leased departments, and discount divisions of chain store companies.

Even now, still a month away from publication, DISCOUNT STORE NEWS is taking hold fast with paid subscriptions . . . winning extraordinary acceptance . . . making publishing history.

Published by Lebhar-Friedman, publishers of Chain Store Age, DSN is backed by a tradition. Over 36 years of successful experience in publication leadership for the major segments of retailing.

Ask for more information and a free copy of Market Study No. 1.

Discount Store News

First Issue: January 1, 1962 **Closing: December 19, 1961**

Circulation Guarantee: 10,000. Published Mondays bi-weekly by Lebhar-Friedman Publications, Inc., 2 Park Ave., New York 16, N. Y.
MUrray Hill 9-4800 • Boston • Chicago • Los Angeles

New Design Idea: A Microsonic Timepiece

The Design

Product design engineering at Bulova breaks a 300-year-old mechanical concept with Accutron®, a transistorized timepiece whose tuning fork "heart" replaces the basic movement of conventional watches, and guarantees timekeeping accuracy to one minute a month. It's another outstanding example of how design engineering develops new ideas into new products which open up new markets.

THE McGRAW-HILL MAGAZINE FOR DESIGN ENGINEERS

NOV 13, 1961

PRICE 50 CENTS

WIREWRAP

It provides a quick, strong, reliable, solderless joint. A report of ten years of experience plus a complete guide to best terminal design.

PAGE 86

PRODUCT ENGINEERING

ALUMINUM SCREWS

They offer more clamping force per in.-lb of torque, though breaking torque is lower than for other metals.

PAGE 99

ISOTOPES

Dozens of new, and safe, design jobs for "activated atoms." Here's how they can be used to measure, weigh, test and power your product.

PAGE 79

GEARS

These enlarged-tooth pinions may have as few as three teeth. And they're stronger and easier to make than ultrafine pitch gears.

PAGE 110

The Design Engineers

The idea of Accutron and the research and development to make it a reality were sparked by Bulova's Max Hetzel, chief physicist, and William O. Bennett, research and engineering vice-president. Employing new techniques and materials such as miniaturization, electronics and power cells, they made Accutron one of "the first adaptations of space-age electronics to man's personal convenience." It is the kind of engineering development that is merely the start of even more revolutionary and exciting products in the future.

The Design Engineers' Magazine

The Design Engineers responsible for developing Accutron are typical of the high level product design engineers who regularly subscribe to, and read, PRODUCT ENGINEERING. To quote Bill Bennett: "We must stay ahead in a complex, fast-moving field. PRODUCT ENGINEERING's design thinking and design leadership wins and holds our loyalty." More than 52,000 product design engineers pay to read PRODUCT ENGINEERING. They design new products and they specify what goes into these new products. In 1961, $43 billion in materials and components will go into new engineered products. To reach and influence this vast market, start at the starting point (the product engineer) in the starting place . . . PRODUCT ENGINEERING.

A McGRAW-HILL PUBLICATION

IF YOUR PRODUCT OR SERVICE IS IN THIS LIST:

Acoustical Materials
Air Conditioning Equipment
Audio-Visual Equipment, Supplies
Beds, Bedding
Bookstore Design Service
Building Components, Materials
Building Hardware
Business Machines
Cafeteria Equipment
Chairs and Seating
Classroom Furniture
Cleansers, Detergents
Dinnerware, Glassware
Disposal Chutes
Dormitory Design Service
Drinking Fountains, Coolers
Fire Protection System
First-Aid Supplies
Floor Maintenance Machines, Materials
Food Catering Services
Food Products
Fund-Raising Services
Grounds-Keeping Equipment
Gymnasium Equipment
Identification Cards
Incinerators
Institutional Kitchen Equipment
Key Control Systems
Laboratory Equipment, Supplies
Language Laboratories
Laundry Equipment
Library Equipment
Lighting Fixtures, Controls
Lockers
Movable Walls
Musical Instruments
Office Systems
Paving, Surfacing Service
Plumbing Fixtures, Supplies
Property Protection Service
Sound, Staging Equipment
Temperature Controls
Tuition Loan Programs
Vacuum Cleaners
Vending Machines

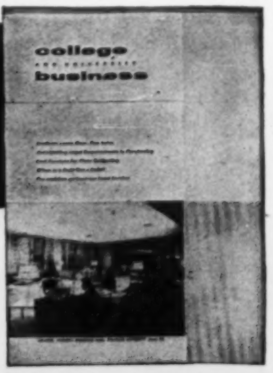
YOUR SALES MESSAGE BELONGS IN
COLLEGE AND UNIVERSITY BUSINESS

These are just a few of the many kinds of services and products advertised in recent issues of College and University Business. 176 advertisers placed more than 650 pages in this magazine during 1961... the fourth consecutive year of advertising gains!

More important than advertising volume is the *volume buying* done by colleges and universities. Higher education will have an estimated $6.5 BILLION budget for operation and plant expansion during 1962. Even if your product is not listed above, write for complete information about the potential for your product in the college market.

MAKE SURE your 1962 market and media plans include the ONE *magazine that reaches college buyers . . .*

college AND UNIVERSITY business



F. W. DODGE CORPORATION
A McGraw-Hill Company

1050 MERCHANDISE MART
CHICAGO 54, ILLINOIS

FCC Appeals Court Ruling on WNTA Sale

NEWARK, Nov. 21—The legal tug-of-war over WNTA-TV gained momentum last week, with action in two quarters:

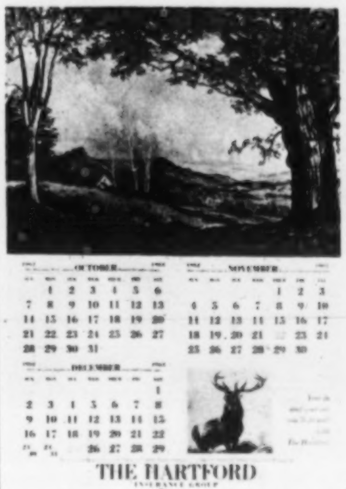
- The Federal Communications Commission filed a motion with the Washington court of appeals asking for a hearing on the court's injunction against the proposed sale of Channel 13 to a New York educational syndicate.
- National Telefilm Associates, owner of WNTA-TV, announced that it would take the station off the sales block if its FCC-sanctioned sale to Educational Television for the Metropolitan Area is not consummated by the Nov. 27 deadline.

The FCC move was made because the commission contends that the court of appeals' injunction does not merely stay the station's transfer but actually reverses the FCC's decision because it could kill the sale by delaying action beyond the expiration date.

The state of New Jersey, which obtained the injunction on grounds that the state would be losing its only commercial tv outlet (AA, Nov. 13), yesterday filed an answer to the petition filed by the FCC on Nov. 14, urging the court not to be stampeded into approving the sale.

■ Leonard Davis, chairman and president of NTA, said that, should the sale to the educational group fall through, NTA will continue to operate the channel as a commercial enterprise, with added emphasis on live telecasting.

WNTA-TV would carry more sports events, E. Jonny Graff, manager of the station, said. He added that the station already has begun discussions with representatives of Foote, Cone & Belding to carry the schedule of the National League's new baseball team, the Metropolitans. The agency's client, Rheingold beer, already has signed a five-year sponsorship pact with the team (AA, Nov. 20). #



TIME MARCHES ON—*For the second year, Hartford Insurance Group is using a pre-bound insert of eight calendar pages for 1962 in the Dec. 16 Saturday Evening Post. McCann-Marschalk is the agency.*

'American Innkeeper' Bows

American Innkeeper, a monthly magazine for the hotel-motel industry and related fields, has bowed with a 64-page November issue which carries 40% advertising. Publisher is the newly-formed Host Publications, P.O. Box 196, Haworth, N. J. Ron Butler, formerly pr director of Esquire Inc., has been named editor. National advertising representatives are Swan-Lynch & Associates, Wilmette, Ill.; Fred Wright Co., St. Louis; and Michael Simon Co., Los Angeles. One-time page rate is $750 for b&w; each additional color is $140. Cover price is $1. Publisher Reggie Reid said the company's advertising and editorial offices will move to New York City on Jan. 1, when Host Publications will announce "additional trade and consumer magazines."

CBS Buys into Trinidad TV

Columbia Broadcasting System, New York, has obtained an interest in a television station to be constructed in Trinidad. Participating with CBS in the station ownership will be Rediffusion (West Indies) Ltd., an affiliate of Associated Rediffusion of England; the government of Trinidad and Tobago and Scottish Television Ltd., of which Roy H. Thomson is principal owner. This will be the first tv station for the island, which has a population of 826,000.

HOW DO YOU RATE YOUR ADS?

ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

Minoru Nagata

and

*Zenemon Abe**

are pleased to tell you

about

Thermoelectric Elements

for Circuit Cooling

That is, if you care to listen. Were you an electronics engineer you undoubtedly would—like the 54,208 **electronics** subscribers who read the October 13 issue, and profited, each in his own way. These are the engineers who make electronics move, in research, design, production, and management. Experts all, who expect from this magazine information they need. Information for which they pay. Advertise to the interested engineer. The man who year after year reads **electronics.**

*Hitachi Central Research Lab., Hitachi, Ltd., Tokyo, Japan

A McGRAW-HILL PUBLICATION 330 West 42nd Street, New York 36, New York

8.1

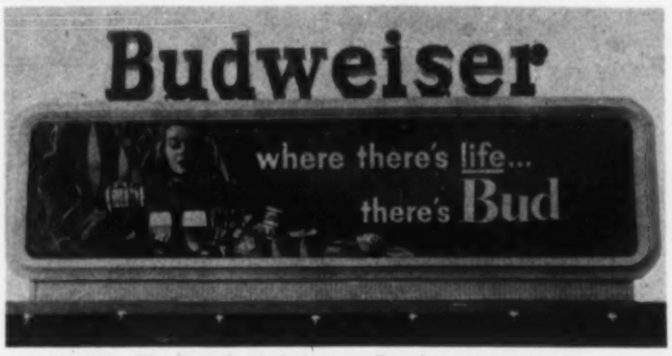
Want Another Million Smokers?

Cigarettes—Cigars—Pipe Tobacco . . . More than 1,150,000 daily average Moose consumer tobacco-product purchases represent a huge extra-volume-potential for your Brand (s) via the response-proved ad-pages of MOOSE Magazine that also "SELL" your BRAND to the 1,890 Moose Clubs selling tobacco products—and having a monthly traffic exceeding 1,500,000 'visits' . . . reflected by over $35,000,000.00 in Moose Club product-purchases. Send coupon for the attractive ad-rates and the SPECIAL Moose Club promotional program available for your BRAND (s).

CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA6—100 East Ohio St.
Chicago 11—(Or phone
DE 7-3090)

Your Name.................... ....
Position
Company....................
Address....................



FOR REALISM—*The fourth of Anheuser-Busch's greater realism series of posters is printed by four-color offset lithography, and runs in 56 markets nationwide.*

'PMI-Photo Methods' in ABP

Gellert-Wolfman Publishing Corp.'s *PMI-Photo Methods for Industry* has been accepted for membership in Associated Business Publications.

All's Calm at 1st PRSA Convention Since APRA Merger

HOUSTON, Nov. 21—The most significant news that evolved from the annual conference of the Public Relations Society of America last week was confirmation of the amity between members of the newly merged PRSA, incorporating the former American Public Relations Assn.

Former members of each society—and former members of both—were elected to head PRSA for 1962. Elected president was Walter W. Belson, assistant to the president and director of public relations of American Trucking Assns., Washington. Mr. Belson, who has been PRSA vice-president, succeeds Adm. H. B. Miller, director of public relations of Pan American World Airways.

■ Elected vice-president was Ward B. Stevenson, vp and pr director of International Telephone & Telegraph Co.; Donald N. Phillips, district pr and sales manager of United Air Lines, New Orleans, was named secretary; and Harold M. Gartley, president of the financial pr organization, Gartley & Associates, New York, treasurer.

About 500 members attended the premiere showing of a new film, "Public Relations at Work." The 16mm sound-slide film will be available for the use of members for showings throughout the nation. #

Honig Boosts Haumesser

Robert Haumesser, co-creative director for Honig-Cooper & Harrington, San Francisco, will become sole creative director on Jan. 1, responsible for all creative work in copy and art in tv, radio and print. Ted Krough, who currently is co-creative director with Mr. Haumesser, will retire from the agency in order to teach advertising at the college level.

BIG EARNINGS WITH SAFETY

INSURED BY U. S. GOV'T. AGENCY

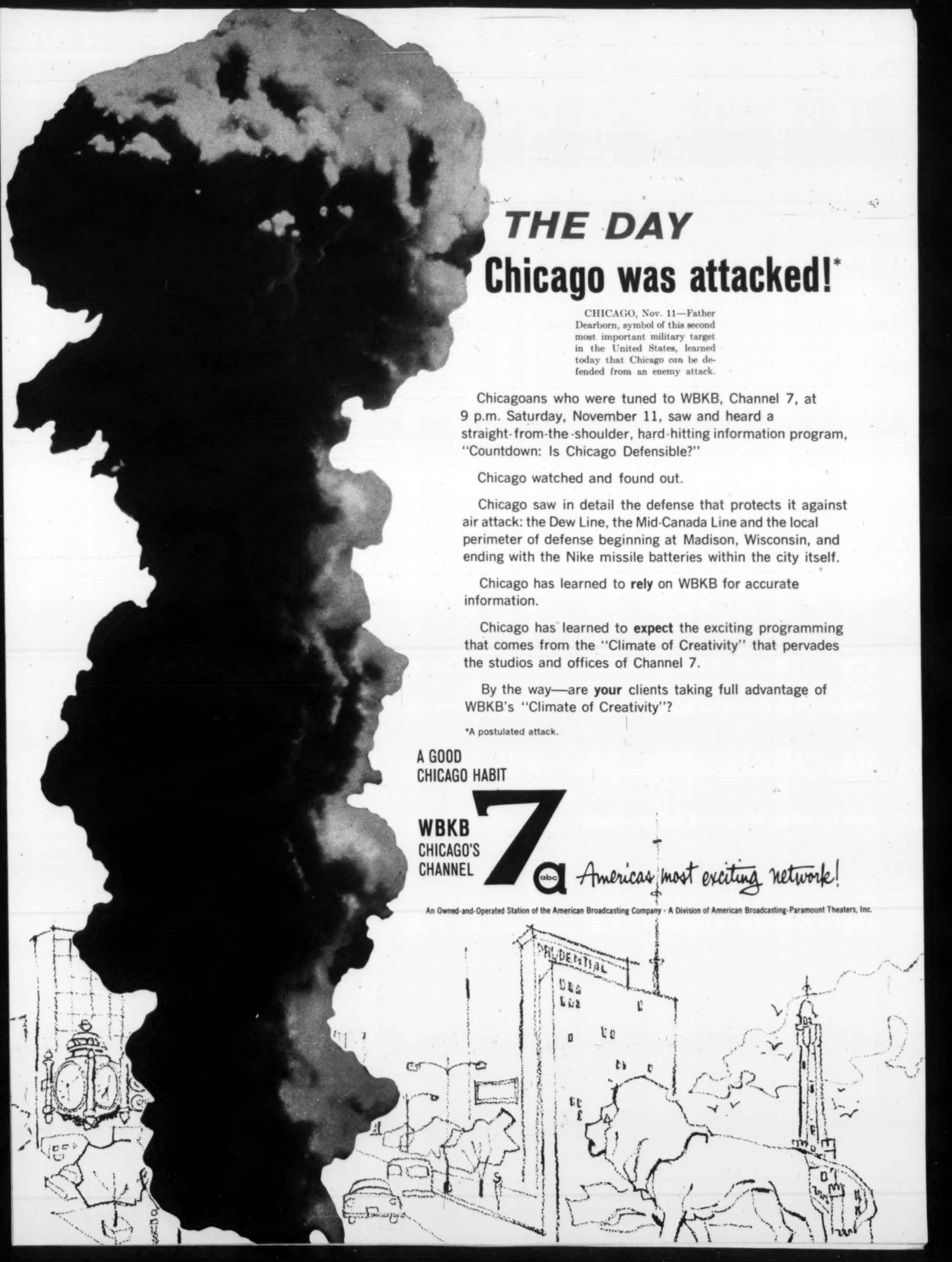
ALLISON WAUGH & CO., INC.
6670 Northwest Hwy., Dept. AA
Chicago 31, Illinois
Ideal for Pension, Welfare and Profit-Sharing Funds.
Please send FREE LIST of and INFORMATION on Insured Savings and Loan Associations.

NAME__________
STREET__________
CITY__________STATE__________

BEAUTY and the BEETS It's a sugar beet she's holding and that's a mountain of sugar beets in the background waiting to be refined into sugar at the factory. The Intermountain market started making sugar from beets in pioneer times. Today the sugar industry is a large factor in the one-half billion dollars in farm income annually produced in this market served by the metropolitan newspapers of Salt Lake City. It's a market of 1½ million persons with retail sales of over $2 billion and it's served and sold by

The Salt Lake Tribune and the **Deseret News and Telegram**

Represented nationally by Moloney, Regan and Schmitt, Metro Comics Network



THE DAY
Chicago was attacked!*

CHICAGO, Nov. 11—Father Dearborn, symbol of this second most important military target in the United States, learned today that Chicago *can* be defended from an enemy attack.

Chicagoans who were tuned to WBKB, Channel 7, at 9 p.m. Saturday, November 11, saw and heard a straight-from-the-shoulder, hard-hitting information program, "Countdown: Is Chicago Defensible?"

Chicago watched and found out.

Chicago saw in detail the defense that protects it against air attack: the Dew Line, the Mid-Canada Line and the local perimeter of defense beginning at Madison, Wisconsin, and ending with the Nike missile batteries within the city itself.

Chicago has learned to **rely** on WBKB for accurate information.

Chicago has learned to **expect** the exciting programming that comes from the "Climate of Creativity" that pervades the studios and offices of Channel 7.

By the way—are **your** clients taking full advantage of WBKB's "Climate of Creativity"?

*A postulated attack.

**A GOOD
CHICAGO HABIT**

**WBKB
CHICAGO'S
CHANNEL 7**

abc *Americas most exciting network!*

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

and Space Technology

A McGraw-Hill Publication · 330 West 42nd St. · New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Rocket Engine Test—Bell Aerosystems

Real Agency Problem Is Decent Pay for Planning Service, Says Fields

(Continued from Page 4)

velop a financial rapport with clients which will enable them to stay in business as costs and services continue to expand.

"For a while," he said, "smaller and medium-size agencies seemed to feel that the answer to rising costs and declining profit margins was to merge with one or more other agencies. But now it is clear that mergers are not the answer, unless they are extremely carefully thought out, so that genuine economies are effected and greater stability is achieved. Too often, mergers achieve neither one of these objectives.

■ "Instead of looking for miraculous solutions to their profit problems through mergers, public offerings, or some easy hourly rate table, agencies must develop the financial skills to evaluate the services they render, and their clients must be made aware of the fact that the quality of the planning and thinking they get is far more important than the amount of service—put in terms of hours or manpower—which their agencies provide them.

"I'd almost go so far as to suggest that in many cases, the agency which brings real skills to bear on the client's marketing problem is likely to require less time to come up with a solid merchandising and marketing program. And what the client must realize is that he wants the best thinking he can get on his over-all advertising and selling problems—not a whole host of people doing the best they can within the limitations imposed on them by the amount of commission available from a pre-fixed advertising budget."

■ Mr. Fields believes that agencies perform two services of unequal value for their clients, and that the two services should ideally be paid for separately and in different ways.

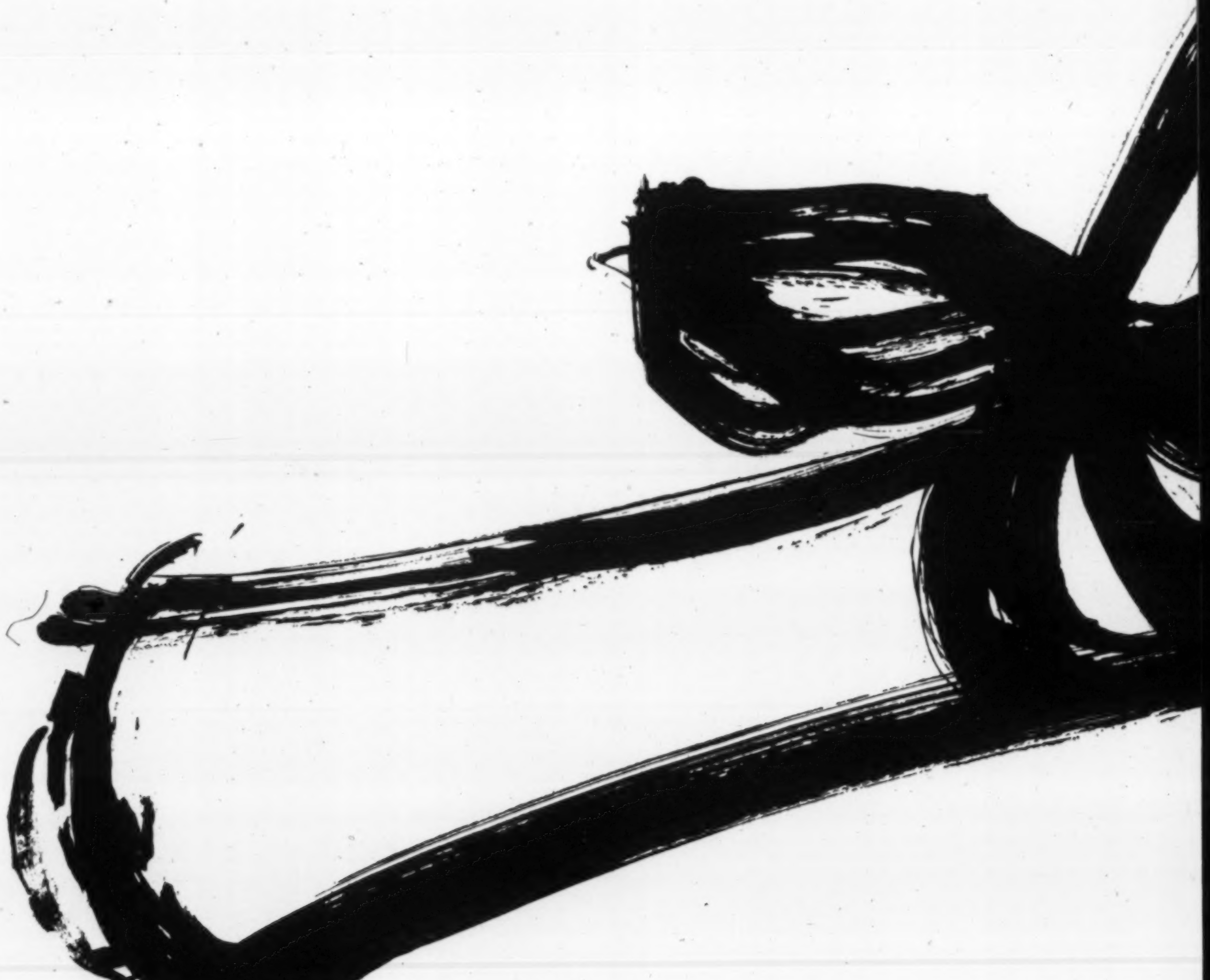
The most important function an agency performs, he says, is "the planning or conception of programs (the architectural phase) designed to solve the problems submitted by advertisers." It is the failure to recognize this conception of the total advertising approach or problem as a separate service, and to charge for it properly, which is the principal reason for inadequate agency compensation, Mr. Fields says.

The other function the agency performs, he says, is the operational services required to implement and execute the plan which was conceived. This can more properly be compensated for by the normal commission system or by hourly fee arrangements, or in any other way.

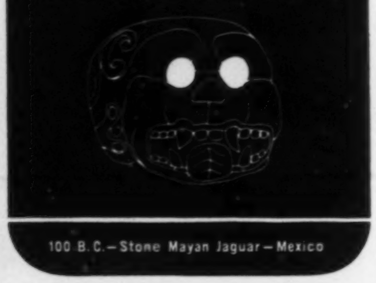
■ "I am not necessarily suggesting that agencies should bill clients separately for these two distinct services which they perform," Mr. Fields said, "although it would not disturb me at all if they did so. But I am suggesting that the vast differences between the two services should be recognized, and proper arrangements for paying for them should be considered.

"For example: Let's say an agency works up an excellent advertising and marketing plan for a client, and proceeds to put it into execution with a year's budget of $1,000,000. The planning and the execution, under existing payment plans, give the agency gross compensation of $150,000. But suppose that, despite the client's agreement, the plan is excellent, six months after its adoption the budget is cut drastically. The agency has still done the thinking that is presumably worth $150,000, but its compensation is now cut to $100,000 or perhaps less. This simply doesn't make sense."

■ Should the commission system



visual communication



100 B.C.—Stone Mayan Jaguar—Mexico

NOW...OUR GRAPHIC PLANNING UNIT MAKES IT POSSIBLE TO ACQUIRE

an 8 page booklet, 9 x 6"
FULL PROCESS COLOR
complete, only **11¢** per unit*

price includes—layout and design
all photography—art—typography
four-color process separations
fine quality printing...no extras
*In quantities of 50,000, prices on other quantities upon request.

Some of our friends are:
The Solomon R. Guggenheim Museum——Venus Pen & Pencil Corp.
The American Rolex Watch Corp.—Underwood Corp.—Knoll Associates
American Type Founders——Boontonware——Boys' Clubs of America

Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

STERLIP PRESS, INCORPORATED
240 West 40th Street, New York 18, N.Y.
Telephone:————LAckawanna 4-6897

then be abandoned? Mr. Fields does not believe so. Commissions from media form a useful platform upon which the agency system rests, he says; there is nothing wrong with them as long as they do not act like a strait jacket. Sometimes they are large enough to pay the entire cost of both phases of the agency's operation; other times they are not. In such cases they should be applied against the agency's fees, or a straight fee system should be set up, or there should be a minimum fee designed to take care of the development of the basic program, plus a fee or commission for carrying it out.

"If agencies don't move toward recognition of their diverse dual functions," he says, "it is almost inevitable that consultants will tend to take over more and more of the basic programing and planning functions, leaving only the execution of the planned program in the agency's hands.

"To a considerable extent, this is what has happened in the accounting field, where management consultants have taken over much of the activity which logically belongs to accountants.

■ "And the same thing is already beginning to appear in advertising. More and more one and two-man consulting organizations are being called in by agency clients to do much of the basic programing work which agencies should be doing—and getting paid for." #

'Toronto Telegram' Rates Up

The *Toronto Telegram* has announced a rate increase effective Jan. 1. Transient linage will go from $1.05 to $1.15 for Monday-through-Friday advertising, and the Saturday rate will go from $1.15 to $1.27. Bulk discounts will be extended to 50,000 lines, with an 85¢ a line charge at this level Monday through Friday, and 97¢ on Saturday. The *Telegram's* frequency rate will be extended to a 65-time basis, with units of 100 to 299 lines in this category costing 88¢ a line Monday through Friday and $1 on Saturday.

Crosse & Blackwell Offers

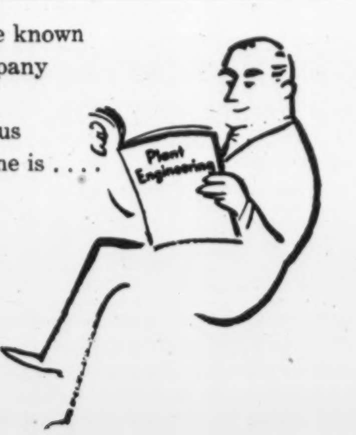
Crosse & Blackwell, a division of Nestle Co., White Plains, N.Y., will use New England and Mid-Atlantic editions of *Better Homes & Gardens, Family Circle, McCall's* and *Woman's Day* in November and December to promote its offer of 25¢ toward the purchase of a pie crust mix for every purchase of C&B mincemeat. In-store material will also be used. VanSant, Dugdale & Co., Baltimore, is the agency.

Benito Names Two

G. Warren Sumner, formerly vp and account executive with Donahue & Coe, New York, has been named an account executive of Louis Benito Advertising, Tampa. Mrs. C. W. Robbins has joined the Benito agency as a copywriter; she was previously with Kenyon & Eckhardt, New York.

WHEN DID THE FACTORY BECOME A PLANT?

Probably about the same time they put shrubs in front of it. Or started using curtain walls. Or when lighting and air conditioning became a science. Or when plant engineers came to be known by that name. It's funny. When a company spends $10,000,000 they always want to call it "the new plant". It makes us very happy that our name is . . . .



1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

THE Ivanhoe By-the-Sea

Just 2 Minutes
North of Miami Beach
In beautiful, Fashionable Bal Harbour
A Truly Distinguished
Oceanfront Resort Hotel

Our Color brochure and rates are yours for the asking.
LARRY CLIFF - MANAGER
10175 COLLINS AVE., BAL HARBOUR, FLA.

Along the Media Path

Copies of a 20-page booklet, "A Colorful Setting for Selling," telling the story of the **Courier-Journal Magazine,** have been published by the *Courier-Journal,* Louisville 2. The booklet contains data on readership ratings, market facts, cost comparisons with supplement markets, and coverage comparisons with supplements and national magazines.

• **WERE,** Cleveland, sponsored a "Dial-a-Turkey" contest, which awared turkeys to the winners and cranberries to losers. Each hour during the day, the station announced a lucky number. First listener to call the station with the lucky number as the last digit of their home telephone number, became the contestant and took part in the game by trying to identify, from one of a number of pre-recorded, well-known songs, a word that had been substituted with the word "turkey."

• "GHQ," a study defining in the scope of New York as general headquarters for industry, finance and trade, has been published by the **New York Times,** Times Square, New York 36.

• **Home & Auto Retailer,** 75 Station St., Southport, Conn., has published "Anatomy of a Market," a study of the home and auto market, which includes data on buying power, merchandise diversification, construction and modernization, and sales of sporting goods, toys and wheel goods, lawn and garden appliances, and hardware and housewares.

• **WRC,** Washington, became a "night owl" station for the first time in its 38-year history, effective Nov. 20. Programing from midnight to 5:30 a.m. will feature good music, news on the hour and news headlines on the half hour.

• "Overseas Operations of U.S. Industrial Companies, 1961-1962," a 16-page booklet outlining capital spending plans, the nature of planned outlays and their geographic distribution, overseas sales and profits, has been published by **McGraw-Hill Publishing Co.,** 330 W. 42nd St., New York 36. Request for copies should be directed to Richard La Bonte, Director, Company Promotion.

• Fifty corporation executives became disc jockeys on **KGQ,** Pittsburgh, recently, when the station sponsored a "Million Dollar Monday," to help the United Fund reach its quota of $10,500,000.

• **WMGM** is conducting a "recruitathon" during the month of November as an intensified public service campaign to fill the quota from the New York area for the U.S. Air Force Officer Training School.

ANNIVERSARY—*A congratulatory cake and scroll were presented to Bill Cleworth, president of Cleworth Publishing Co., Cos Cob, Conn., Oct. 31, by his staff, to celebrate his 40th anniversary in the publishing business.*

• The first annual *SBI* Owl awards will be announced in the Dec. 25 issue of **Show Business Illustrated.** The Owl awards, symbols of excellence in entertainment, will be given to the best performers and products of the performing arts of 1961.

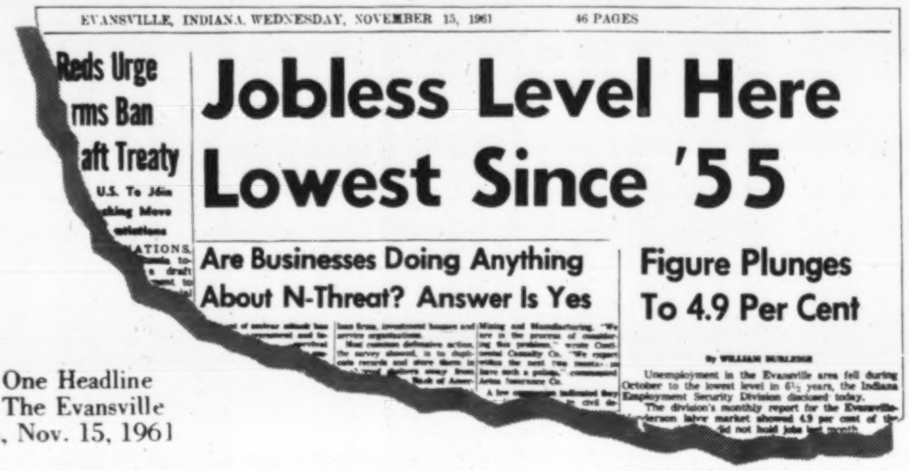
• In response to an article in the Oct. 27 *Time,* entitled "Decline in Detroit," **WXYZ-TV,** Detroit, prepared a 30-minute telecast telling the positive side of the story, "Detroit vs. *Time.*" The station, which felt that the *Time* article had a "depressing effect upon the people in the Detroit area," telecast the show at 7 p.m. on Nov. 9 and is showing it to civic leaders in major cities throughout the country by means of a special closed-circuit telecast.

• **First National Bank of Arizona,** Phoenix, has published a revised "Shopping Center Study" of the Phoenix area, covering 58 existing centers. The 76-page study also included data on the central business districts of Phoenix, Glendale, Mesa, Tempe, Scottsdale and other cities in the area.

• In celebration of its 35th anniversary, **WLAC,** Nashville, devoted last week to waving the flag for Nashville's "mushrooming economy," labeling the celebration "Nashville Business Progress Week." The promotion featured one-minute taped reports by local business executives on their companies' progress over the years.

• **WJR,** Detroit, has made available to the University of Detroit its library of musical arrangements

---



EVANSVILLE, INDIANA, WEDNESDAY, NOVEMBER 15, 1961 46 PAGES

Reds Urge
rms Ban
aft Treaty
U.S. To Join

Jobless Level Here Lowest Since '55

Are Businesses Doing Anything About N-Threat? Answer Is Yes

Figure Plunges To 4.9 Per Cent

By WILLIAM BURLEIGH

Unemployment in the Evansville area fell during October to the lowest level in 6½ years, the Indiana Employment Security Division disclosed today.

The division's monthly report for the Evansville-Henderson labor market showed 4.9 per cent of the

Page One Headline from The Evansville Press, Nov. 15, 1961

Big News from Evansville, Indiana!

Yes, sir, things are looking up in Evansville, where employment is at the highest level since May, 1955!* That's good news any way you look at it, especially when you compare the Evansville figure with a national unemployment average of 6.6 per cent.*

And it's just another good reason for buying the robust, active Evansville market when you want to move merchandise fast and in big quantities.

For Evansville is the hub of a PRIMARY Indiana market, a market that covers 16 counties in three states. It's a market where 436,600 people annually spend some $465,000,000 in retail stores.** The Evansville market is virtually uninfluenced by outside media; it's self-contained, self-sufficient.

Finally, it's a market also dominated by a single advertising medium: The Evansville Courier and Press that have nearly three out of four Evansville total market families as regular subscribers daily and Sunday.

Buy Evansville and Sell the entire Evansville Tri-State Market

NEW RATE DISCOUNTS!

★ FREQUENCY— Discounts up to 22%
★ BULK— Discounts up to 12%
Take your choice; save either way.

Daily Combined Circulation
103,982

Sunday Circulation
94,402

*Indiana Employment Security Division
**SM, Survey of Buying Power, May, 1961

The Evansville Newspapers

FULL COLOR AVAILABLE

Represented by Scripps-Howard Newspapers

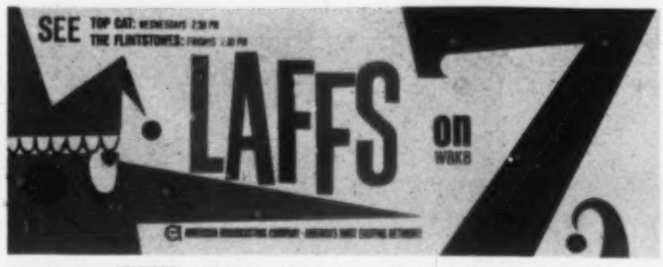
Morning COURIER
Evening PRESS
SUNDAY COURIER and PRESS

THE SAN DIEGO UNION AND EVENING TRIBUNE

for voice groups. The library consists of approximately 1,500 different arrangements with 35 to 40 separate voice parts for each arrangement.

• The annual Snow & Ski supplement, covering all winter sports activities and facilities along the eastern seaboard and containing detailed information whereon to stay in the areas, etc., will be published by **Cue** Nov. 25.

• For the eighth consecutive year, through the facilities of its music library, **WCFL**, Chicago, donated records to the Veterans' Administration Hospital.


SEE TOP CAT: WEDNESDAYS 7:30 PM
THE FLINTSTONES: FRIDAYS 7:30 PM
LAFFS
on
WBKB
7

CAMPAIGN—*WBKB, Chicago, is using ads like this in railroad stations, air terminals and outdoor posters to promote its programs. Reach, McClinton & Co., Chicago, is the agency.*

• **Outdoor Advertising Inc.** recently sent bouquets of fresh daisies to automotive executives to announce a $1,000,000 bonanza for their industry. The bonus will take the form of a national outdoor ad campaign which OAI members will provide at their own expense in hundreds of markets next January and February.

• In a cooperative effort with the University of Detroit, John O. Gilbert II, **WXYZ**, Detroit, general manager, served as the station's spokesman in an hour-long program discussing the policies of WXYZ and the fundamentals of commercial programing, coverage and audience response.

• In order that its viewers may become aware of the dangers of communism, **WBKB**, Chicago, is offering free a pamphlet issued by the FBI, "The Communist Party Line."

• To promote the fact that it took over the first place spot nationally in the Hoe Report on r.o.p. retail color ad linage, the **Morning Star**, Rockford, Ill., sent neckties keyed to the three r.o.p. primary colors to key advertising and agency people around the country.

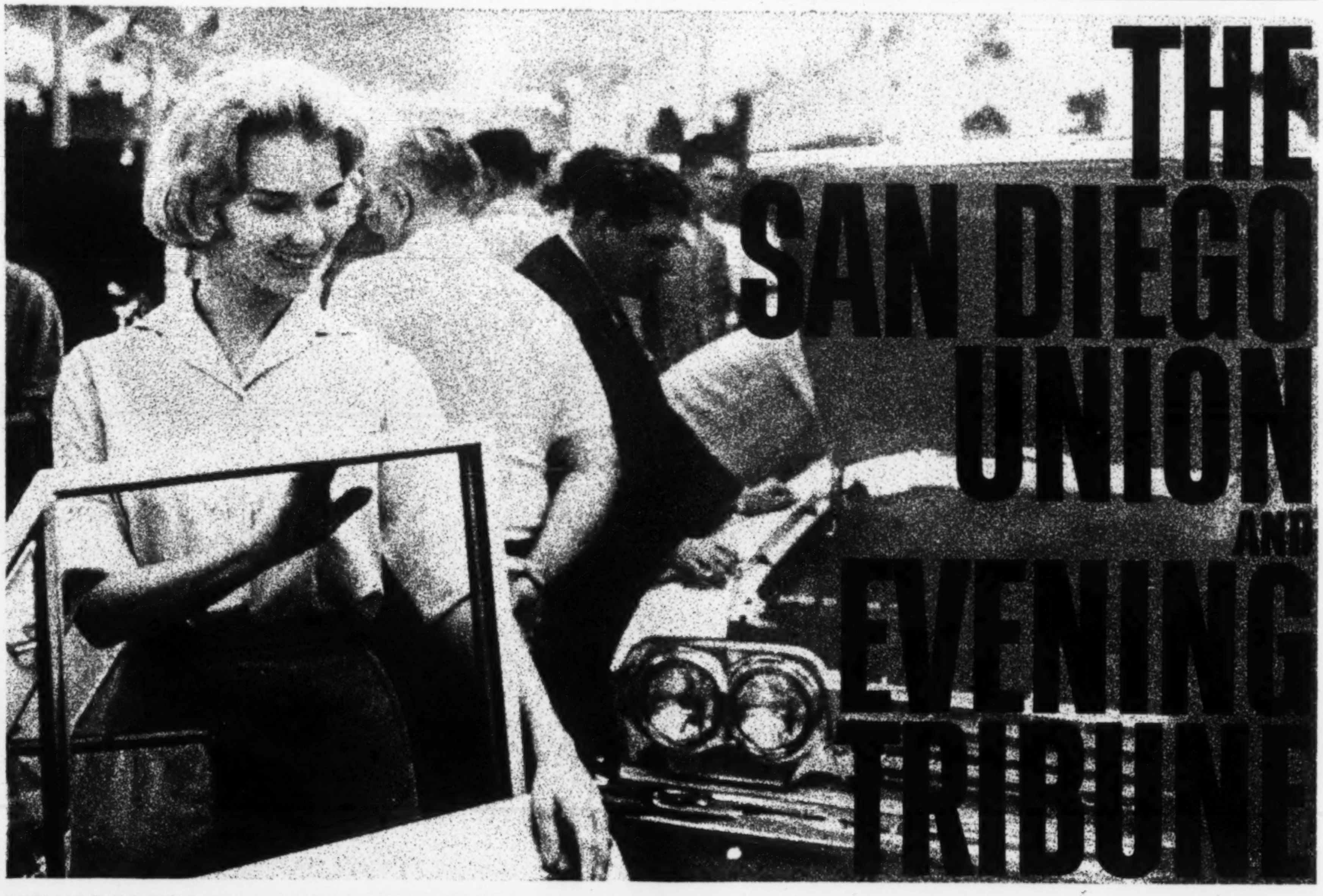
• To celebrate its first anniversary, **WIBF**, Jenkintown, Pa., fm station, pulled a switch by sending birthday cards to listeners who had written the station requesting a card. The station also invited listeners to a party held in its studios.

• **WAVZ**, New Haven, has resumed its former 24-hours-a-day air policy.

• A new public service program aimed at increasing the quality of new home construction has been inaugurated by **The Saturday Evening Post.** Most Influential Builder trophies will be awarded annually to a few leading home builders whose merchandising ability and extensive use of *Post* advertised brand name products has influenced the home building industry on a national as well as local scale.

• **Department of New Laurels: Redbook Magazine** reports net paid circulation of 3,564,000 in the third quarter of 1961, a 9.8% gain over the comparable 1960 period. ≠

HAMMOND-E. CHICAGO (Lake County, Ind.)
A.B.C. City Zone RETAIL SALES, 1960:
$332,525,000
SOURCE: SALES MGT
sell this West Half of the Nation's 50th LARGEST Standard Metropolitan Area through the
LOCAL SALES IMPACT
of
THE HAMMOND TIMES
represented by
Burke, Kuipers & Mahoney, Inc.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With automotive sales totaling more than $245,000,000 last year, San Diego County, California, ranked 15th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$245,078,000
ALAMEDA (OAKLAND), CALIFORNIA	$226,732,000
KING (SEATTLE), WASHINGTON	$202,636,000
MARICOPA (PHOENIX), ARIZONA	$195,347,000
FULTON (ATLANTA), GEORGIA	$190,975,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

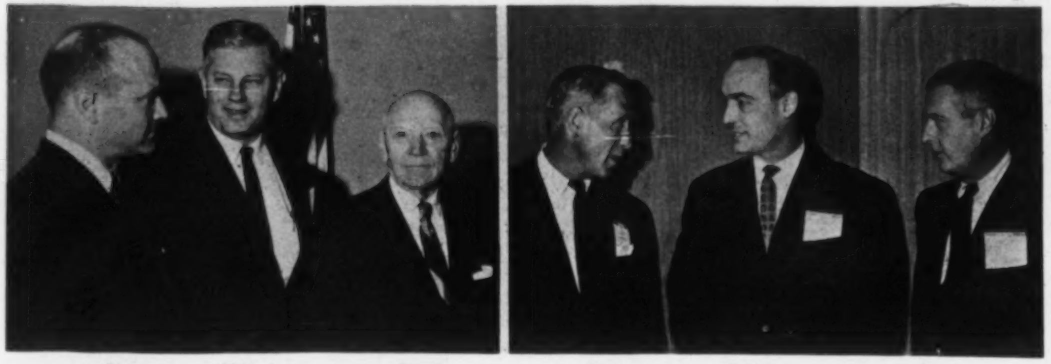
The San Diego Union | EVENING TRIBUNE

The Facts of Leadership: #8

TIME is the only newsmagazine to run editorial full-color—an extra dimension of insight and information for TIME's readers. One more example of performance that has made TIME the far-ahead leader in its field. Important advertising belongs in TIME… America's Most Important Magazine.

TIME

PHOTOGRAPHIC REVIEW OF THE WEEK



Roens White Starch Mast Seidel Tyson

SOME VIPS—*Among the speakers at the Mid-Atlantic Regional Industrial Advertising Conference sponsored by four chapters of the Assn. of Industrial Advertisers (Baltimore, New York, Newark and Philadelphia) was Dr. Daniel Starch, Daniel Starch & Associates, who was the luncheon speaker. With him are Burt Roens, Scott Paper Co., program chairman; and Frank White, SKF Industries, and president of the Philadelphia chapter of AIA. Three panelists were Bud Mast Jr., Conover-Mast Publications; Robert B. Seidel, Automatic Timing & Controls; and Irwin W. Tyson, O. S. Tyson & Co.*

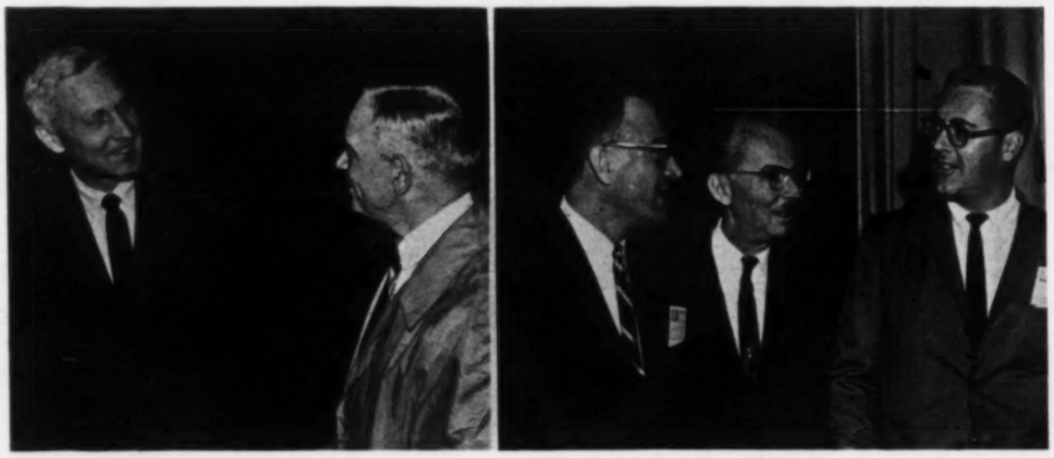
Griffiths Gisser White Welch Freeman

HOSTS, SPONSORS, OBSERVERS—*Officers of three of the four AIA chapters sponsoring the Mid-Atlantic Regional Industrial Advertising Conference were joined by two representatives from national headquarters. Chapter presidents are Phil Gisser, U. S. Industrial Chemicals, New York chapter; Frank White, SKF Industries, Philadelphia chapter; Gerry Welch, Welch, Mirabile Advertising, Baltimore chapter. Greg Corigliano, Sel-Rex Corp., Newark chapter, couldn't attend. AIA officers are John Freeman, president of the group, and Bob Griffiths, assistant to Mr. Freeman.*

Akerson Kennedy Sapoznik

BOSTON MEETING—*Chatting at the eastern region workshop of the National Newspaper Promotion Assn. are Edward M. (Ted) Kennedy, the president's youngest brother and a luncheon speaker; George E. Akerson, assistant publisher, Boston Herald & Traveler, and Ira C. Sapoznik, promotion and public relations director, Rochester Times-Union. Mr. Sapoznik was succeeded as eastern region president by Robert L. Ahern, research and promotion director, Boston Globe.*

FOR A DAY—*Peter E. Schruth, vp and ad director, The Saturday Evening Post, dictates memo to Shirley Hart, senior at Philadelphia's Roxborough high school, during an "executive for a day" program involving students from 16 Philadelphia school districts. Eighteen other companies participated in the all-day program, sponsored by the Philadelphia chapter of the National Office Management Assn.*



Bobbe Joseph Vitt Shutts Liddel

AGENCY MEN—*Among agency men present at the eastern annual conference of the Four A's were Alan Bobbe, Aitkin-Kynett; Joe Joseph, Maxwell Sackheim-Franklin Bruck Inc.; Samm B. Vitt, Doherty, Clifford, Steers & Shenfield; Herb Shutts, McCann-Erickson; and Robert Liddel, of Compton.*

Luckasavage Storrie Hazemey Katzman Scher Stack Taeger Kennedy Egan

CONFEREES—*At the Four A's eastern annual conference were Walt Luckasavage, R. A. Storrie and Sam Hazemey, Warwick & Legler; Marvin Katzman, Benton & Bowles; Ronald Scher, Cunningham & Walsh; Jim Stack, Young & Rubicam; Kelly Taeger, McCann-Erickson; William Kennedy and Ben Egan, National Outdoor Advertising Bureau.*

Now, one of America's most respected women speaks her mind every month in Redbook

Young Adults look to Redbook for *ideas* . . . in every area of living. It is logical, therefore, that Margaret Mead, distinguished anthropologist, social commentator, candid critic and wise counselor, should become Redbook's newest regular columnist. She joins good company. Irwin Shaw, Arthur Miller, Santha Rama Rau, Carson McCullers, Leo Rosten, Allan Seager have all been talking to Young Adults in recent issues of Redbook. Result: exciting fare for an exciting audience—Young Adults who have made Redbook *their* book. This is the kind of editing that has won us a whole array of awards (most recently the Helmholtz Memorial Award and the first National Media Award of the Family Service Association). More important, such editorial vitality is its own reward. According to latest published figures, Redbook's circulation is growing at a faster rate than that of any other major U.S. magazine . . . and advertising has increased for eight consecutive years.

REDBOOK
A warm, wonderful
filled with new
holiday food,
entertainment
entertaining novel
complete overnight
"Do We Overspend
Holiday
by Margaret
"We
FROM THE SOUTH SEAS
GROWING UP IN NEW GUINEA MARGARET MEAD
SEX AND TEMPERAMENT MARGARET MEAD
AND KEEP YOUR POWDER DRY MARGARET MEAD
MARGARET MEAD
New Lives for Old
MORROW
SOVIET ATTITUDES TOWARD
MARGARET MEAD
Coming of Age in Samoa

REDBOOK The Magazine for Young Adults. Circulation base 3,450,000. 230 Park Avenue, New York. MU 6-4600—and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of THE McCALL CORPORATION

KEEPING UP WITH MRS. JONES?

She's the young wife and mother in the middle-income bracket who makes cash registers ring in suburbia's busy shopping centers and in urbia's bustling supermarkets. That's where you catch Mrs. Jones . . . and that's where Mrs. Jones buys Family Circle. (Over 6,000,000 single-copy sales each month.) She's a faithful reader of Family Circle—because it's her basic handbook for homemaking. (With its "strictly-service" editorial policy, Family Circle delivers homemakers only.) And she trusts Family Circle ads. She consults them . . . and acts on them. That's Mrs. Jones. With the help of Mr. Starch and Dr. Dichter, we've gotten to know her pretty well. But how well does she know you? Do you have the right advertising vehicle to reach her? You do if you're riding in Family Circle. And if you're not—well, come on board and let us introduce you to millions of Mrs. Joneses.

Family Circle

FOR HOMEMAKERS ONLY!

Advertising Age

Feature Section

Butler Lauds Farrar on Ad Typography

Rules Needed for Hard, Soft Goods—Weiss

Beware Sharpies, Groesbeck to Ad Head

Smith Compares Ads and Labels

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Needed: 'Advertising That Passes All Boundaries' . . .

International Advertisers Must Devise Universal Ads, Dump Separate National Ones, Swedish Adman Avers

If a single international edition of Reader's Digest can succeed throughout Europe and most of the world, why can't a single advertising campaign? Why must separate national campaigns be tailored to each nation for the same product, as is now common practice? So asks Eric Elinder, Swedish agency head. "Why should three artists in three different countries sit drawing the same electric iron and three copywriters write what is after all largely the same copy for the same iron?" he queries. Mr. Elinder, who believes consumer differences are diminishing from nation to nation, would prefer to put top specialists at work devising a strong international campaign which then could be presented "with insignificant national modifications rendered necessary by changes in language." His opinions, which contradict a popular notion among international admen, are presented here in large part, as expressed in a speech at the fourth biennial European conference of the International Advertising Assn. in Madrid.

By Eric Elinder
President, Wilh. Andersson Advertising Agency, Stockholm, Sweden

As a result of the swift transmission of pictures by the press and television, top [industrial] designers in the world are obliged to see their products copied within the space of a few days. In the face of the concerted demands of industry and commerce, and of leading politicians for a "common market," the designers must accept an early rejection of national characteristics in industrial utility products. [Designers are] strikingly agreed on the fact that common design, unrestricted by national frontiers, is absolutely essential. . .

I have ventured to spend a week or two in studying agency advertisements and literature sent out by a large number of European advertising agencies and advertising chains. Judging from this material they hold practically *without exception* views which are diametrically opposed to those of Europe's leading designers.

■ I have not read a single folder produced by a European advertising agency which does not claim that advertising must be planned in detail by people "with years of experience in the market concerned," who are "well acquainted with local market conditions and local consumer psychology"—people who "have the power to play on our hidden national emotions"—and who revert to quoting hackneyed phrases from sterile advertising copy.

While industry all over Europe is undergoing an acceleration of mergers, while at the same time we produce lengthier and lengthier series of identical refrigerators, electric irons, cycles, safety razors, cigaret lighters, cosmetics and thousands of other products, the leaders in European advertising, whether in London, Paris or Dusseldorf are, as far as I can see, united with the small-time prophets in the many small cities all over our continent, in their demand that advertising for these goods, which are identical in the majority of markets, must be formulated differently and dressed up in arguments which vary from country to country. Can this attitude be justified? Today? Tomorrow?

■ Here we have a head-on clash of views. . .

The question is undoubtedly of great importance to manufacturers, advertising agencies and, last but not least, the hundreds of millions of consumers who come into contact with European advertising every day.

I should, however, like to put it to you that the question before us is more far-reaching in its implications than we have hitherto agreed and that it is of an importance which extends far beyond the normal scope of advertising. It extends into the realms of trade policy.

Is it true that our various markets here in Europe are so different, that a message formulated in the same way for the same product cannot appeal with as much success to two or three or more markets as a national campaign tailor-made for that market?

If the advertising world should really be right in asserting that every market, large or small, requires an individual approach because market conditions vary to such a great extent, because the national temperament varies so much that every advertisement, every folder, every marketing scheme must be tailored to fit—what reality actually is there, then, behind our dreams of a united European market?

If 'Reader's Digest' Can Appeal to All, Why Not Ads?

Is there any prospect at all that we can plan advertising campaigns this very day, which can be put into operation in two or more European countries without any change in their basic outline, at least in the case of certain products or product groups in the same way as a single campaign can normally be used from coast to coast in the U.S.A.? Can we tomorrow or the day after tomorrow take this major step forward towards coordination? Or must one single product from one single manufacturer be presented with different arguments, different copy and different illustrations in every minor section of the market in our part of the world? That is the big question.

If every country were to demand a sales appeal of its own, how is one to explain the great success achieved by, for example, *Reader's Digest* all over the world? How is one then to explain the success of the great best sellers, world famous films and theatrical productions? I believe that the very existence of the *Reader's Digest* is one of the best proofs that we are living in a market which is in many respects uniform. If people speaking different languages and with skins of different colors can read the same literary content matter, if the *Reader's Digest* can be sold successfully with approximately the same contents in markets all over the globe, why then must the advertising material in the same publication vary from market to market? Isn't there something wrong in this reasoning? Intellectual consumption of literary matter must by the very laws of logic be more bound by tradition and conditioned by local circumstances than comparatively new and very superficial consumer information on ordinary consumer goods.

Eric Elinder

Language Differences Are Lightweight —Mere Feathers, Not Whole Goose

I know that courtesy forbids speaking of rope in a hangman's house. I also know that there are certain combinations of letters with unpleasant or offensive associations which cannot be transferred with impunity direct from one market to another where the language is different, but these are lightweight considerations—mere feathers, aren't they?—which have been made out in advertising circles to be big fat geese threatening to take wing with common sense astride their backs and, what is just as serious, threatening to put Europe's leading advertising men outside the pale of a development which is of decisive importance to the economic future of our part of the world.

■ Twenty years ago, when we began looking after the advertising for the Swedish savings banks, we used an advertisement showing large cart horses in an appeal to farmers and small-holders all over the country to save the profits from their farming by depositing them at the local savings bank. We received a kindly reminder from northern Sweden that up there they used smaller horses of another breed in the thick forests, because the horses from southern Sweden couldn't stand the climate. Today there are no horses in savings-banks' advertisements either in the north or south. In place of the horses, Swedish farmers use a tractor which looks just the same up north and down south.

This uniformity is what gives European economy its chance. This is, in my opinion, what gives us advertising men an opportunity to help pull down the walls which have separated our markets far too long. It is of vital interest both for industry and ourselves that we should not seek misguidedly to delay a process of development which must inevitably come and has in fact already begun even if we haven't noticed it.

National Boundaries Are Crumbling in Literature, Art—and Ads

[Top designers have] said that national characteristics in the design of products are gradually disappearing. The same is true with literature, the arts, music, film and last but not least—to the best of my belief—advertising. In this context the advertisements in the *Reader's Digest* itself make very interesting material with which to illustrate the truth of this statement.

I don't know whether you have ever given consideration to the fact that in *Reader's Digest* we have an excellent common denominator by which to compare, country by country, advertisement layout, the sales arguments used, and the choice of theme, and gain a fairly exact idea of how far these countries have progressed towards a coordination which at the same time measures our common, homogenous market.

We are all of us aware that American advertising has served as a model for advertising men all over the world. But has it ever crossed your mind that by analyzing the advertisements in the American edition of *Reader's Digest* and comparing them with advertisements in the various foreign editions of the same magazine, we can get a certain idea—a rather rough idea, I agree—of how far the country concerned has progressed towards the coordination stage . . . and how far its advertising has progressed towards Americanization in every country where *Reader's Digest* appears.

■ I have recently looked through the *Reader's Digest* for the last decade or so and have compiled a brief comparison of advertisement layouts from different countries during the years 1950, 1955 and 1960. It has astounded me to note the swift pace at which we are all heading towards the same goal. Any variation is simply due to the fact that certain countries because of their size, their isolated position, limited printing resources and perhaps to some extent, too, because of strong national traditions and a national inclination to opposition have shown themselves more immune than others to the development which in itself is a natural one.

There can be no doubt, however, as to the direction in which we are heading or the tendency of today: *We are all moving towards a uniform European style of advertising—and then on towards a uniform world style*—which means that we are all anxious to see advertisements which inspire confidence, which carry a sense of elegance and quality communicated in the picture language which is becoming more and more uniform all over the world, year by year.

If advertising men, artists and copywriters the world over would join in supporting this pattern of development towards a common advertising language in word and picture—a development which need by no means result in the death of artistry and imagination (quite the contrary), we shall succeed to a great extent in smoothing the way for the wider markets to come.

Of all the rich fund of material which I have gathered from my study of the *Reader's Digest* over the last decade, I want to mention here the main tendencies which immediately hit the eye. More detailed study I leave to you, yourselves. I hope, that after this conference the *Reader's Digest* and other worldwide concerns in this field will make available sizable sums of money to enable a full study of this interesting development process throughout the world to be made, so that these international publications can enable us to follow in detail, from country to country, what is really taking place under the surface. Is there any task in the world of advertising of greater urgency?

Nation-by-Nation Similarities in Advertising Keep Growing

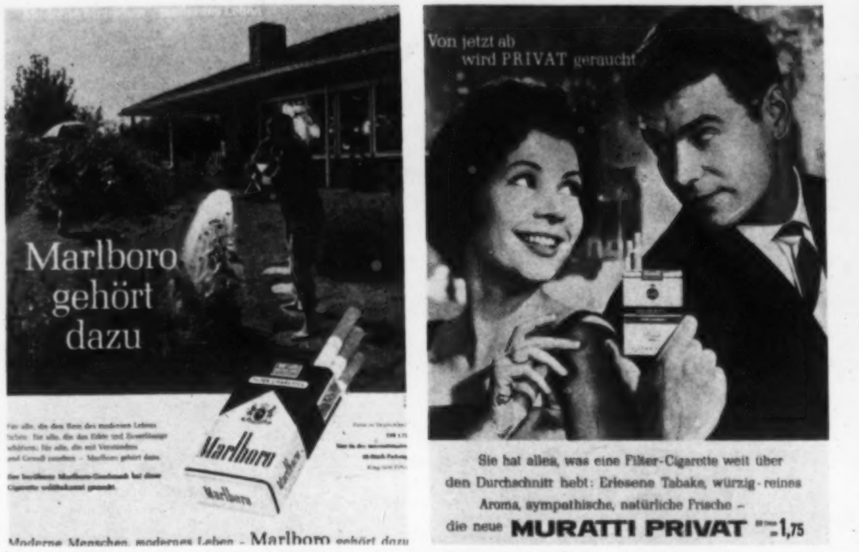
In order that this speech of mine shall not be merely a series of statements and conjectures, I want to give you a few illustrations of the pattern of development within a small number of different areas, so that you may see for yourselves. As *Reader's Digest* is the only magazine which appears in various editions throughout the countries of the world, I have deemed it natural to use this for purposes of demonstration.

1. *Advertisements carrying artist-drawn main illustrations* are very much on the retreat all over the world. In 1955 some 45% of all advertisements in the U.S.A. edition carried a main illustration drawn by a commercial artist. Five years later the proportion was down to 27%. Here, as always, the U.S.A. is clearly in the lead. Five years ago 60% of all advertisements in the Swedish edition had a main illustration which was the work of a commercial artist. After five years the percentage in Sweden is now 41%, that is to say, approximately the same position as the U.S.A. occupied five years ago. The same development can be seen in France and Germany, where the percentage has fallen in the last five years from 54 and 51, respectively, to 40. Thus Sweden, France and Germany are in this respect 4 or 5 years behind the U.S.A. in their development.

In 1955 Spain had 71% artist-illustrated advertisements. By 1960 the figure had fallen to 54%, or the same level which France had reached five years ago. This may indicate, perhaps, that national tradition is stronger in Spain than in France, but it is still of little consequence by comparison with the process of international development. It wouldn't surprise me if, after this conference, all the countries present become more conscious of the speed with which this development is advancing, whether we like it or not.

2. *The other side of the picture, of course, is the commensurate growth in the use of the advertising photo* over the same period. Five years ago 48% of advertisements in the American *Reader's Digest* were already dominated by photography. By 1960 as many as 66% of all advertisements used photographic illustrations. Sweden, Germany and France quickly followed suit. Sweden is in this respect the most Americanized country, with just over 50% photographic illustrations. Close on her heels come Germany and France with 48% and 45%, respectively, and last of the five countries we find Spain with 37% of her advertisements illustrated with photos. Spain is in this respect at the level which Germany had reached in 1958. It is evident the future looks bright for the commercial photographers in this world.

3. *Another interesting tendency also makes itself apparent: The big, square, "bleed" photograph-dominated advertisement* layouts in the U.S.A. edition of the *Reader's Digest* in 1960. About 60% of all advertisements were of this type. Here we can really speak of standardization, and please note that this development process has taken place without anybody talking about it—simply as an intuitive striving towards a uniform and elegant advertising language of words and pictures. The same development is also taking place as far as editorial matter is concerned. Only five years ago this type of advertisement was relatively rare in all other countries in Europe. Only 10% or 11% of the advertisements in France and Germany had a layout containing large, square, "bleed" photos. There were fewer in Sweden—only 8%—and in Spain about the same, or 7%.


Marlboro gehört dazu
Marlboro
Moderne Menschen, modernes Leben - Marlboro gehört dazu
Von jetzt ab wird PRIVAT geraucht
Sie hat alles, was eine Filter-Cigarette weit über den Durchschnitt hebt: Erlesene Tabake, würzig-reines Aroma, sympathische, natürliche Frische –
die neue MURATTI PRIVAT 1,75

INTERNATIONAL APPEAL?—*A steady trend in national advertising in Europe has been toward big, dominant, square photographs in ads, says Swedish adman Eric Elinder. Examples are these German ads: (1) A German version of the "Marlboro Man," produced by J. Walter Thompson Co. for its client, Brinkmann, which makes the brand under license from Philip Morris, and (2) an ad for Muratti Privat, another Brinkmann brand. This, says Mr. Elinder, is part of an international trend toward a universal "and elegant advertising language of words and pictures."*

In these last five years the process of Americanization has moved incredibly rapidly forward, even if no other country has yet reached the U.S.A.'s figures of five years ago. The fastest development has as usual been in Sweden. There the proportion is already 37%. Germany and France, like inseparable Siamese twins, share second place with 26% or 27%. Spain, too, has made great progress but not yet got further than 21%.

Isn't it remarkable that national advertisers (I have omitted the international advertisers altogether in this study) and the national advertising agencies have spontaneously and of their own accord, without directives, fallen in step with *a visual world language*, which is maturing before our eyes? How do you reconcile this with the statements found in certain agency literature to the effect that all advertising has to be tailor-made for each specific market? . . .

■ [All of this] makes no pretense, of course, to being a scientific study. The material is all too limited, the border line is at times an embarrassing problem. This is a case of a single magazine in a single size, etc. I am aware that development in the daily press has not been at anything like the same pace, even if the direction in which it is moving is the same.

However, I have found the above tendencies to be so clearly defined that I am anxious to express my thoughts before this extremely qualified assembly, while at the same time stressing the importance of our making a reality at the earliest possible moment, of a truly scientific study of the development of picture, copy, layout and visual presentation in different media and different countries towards steadily greater uniformity. The advertising field should certainly not be allowed to become a national reservation for otherwise extinct animals and plants.

Ads, Like Clothing, Can Be Same in London, Paris, Stockholm

There are many, many other examples which show that we shall soon be faced with a common market here in Europe—in the whole world, as a matter of fact. Just look, for example, at sales of Italian or Italian-style shoes in various countries in the last five years. The ladies of London, Oslo, Stockholm, Berlin, Paris, Rome and Madrid wear exactly the same type of shoe, often manufactured by the same maker or designed by the same designer. Can anybody in his right mind conceive why these shoes, produced for an international market, should be presented to an international public through nationally designed advertising, varying from country to country? I can't.

■ You, gentlemen, who are sitting here before me today, you are dressed in much the same way. You're confronted with the same problems in your daily work; you read to a large extent the same international newspapers and magazines; you wear, perhaps, a British suit, German socks, Italian shoes, a Swiss made watch and a tie from Thailand. You shave with an American razor blade in a British razor; you drink French wine and Dutch gin, and you dance an American cha-cha-cha when you're not looking at Eurovision.

The same would be true if you were to organize a conference for doctors, engineers, trade union leaders or business and professional women from all corners of Europe. Even the farmers, traditionally bound by their age-old task to the soil and their own fields, today leave for a holiday in Paris as soon as the harvest is safely in, and they lie on Majorca's beaches before they set their potatoes. This is already a reality in large areas of Europe—aren't we as advertising men, bound to take this into consideration?

■ Have you ever thought what tourism means in the building-up of a common European market? There aren't many homes, even in the most out-of-the-way corners of Europe, which haven't in the last few years received a visit at some time from a foreign tourist, who has talked of his own market, consumer habits at home in his own country, etc. History is full of stories of the great migrations when the Goths poured down into Italy and the Huns overran Europe from Asia. And yet these were small insignificant mass movements by comparison with

Speaking of dollar efficiency...

To advertising men who are also business men, the big problem today is maintaining continuity in the face of rising advertising costs.

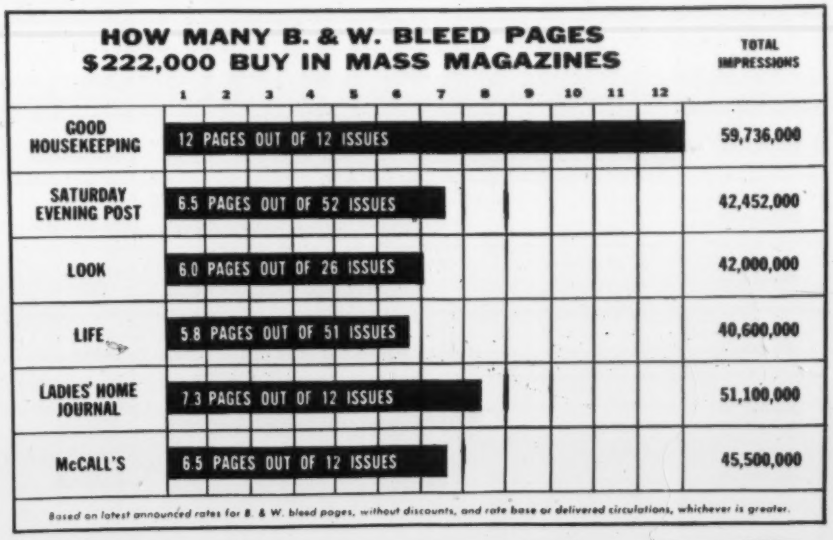
In reaching women, isn't it a happy fact that the worth-more magazine, the only true service magazine, is *also* the lowest cost, the most efficient?

Always a deeper, richer, more useful magazine, Good Housekeeping has attracted a more dedicated reader—better educated, more able to buy.

And because Good Housekeeping *is* worth more, women gladly pay more for it. It's the first multi-million circulation magazine with a 50¢ price.

When readers pay an equitable share of publishing costs, advertising rates can be kept at sensible levels that permit continuity and advertising efficiency. See the chart at right.

Today, a growing list of important advertisers are demanding continuity in their magazine schedules—and turning to Good Housekeeping to get it.



HOW MANY B. & W. BLEED PAGES $222,000 BUY IN MASS MAGAZINES

	1 2 3 4 5 6 7 8 9 10 11 12	TOTAL IMPRESSIONS
GOOD HOUSEKEEPING	12 PAGES OUT OF 12 ISSUES	59,736,000
SATURDAY EVENING POST	6.5 PAGES OUT OF 52 ISSUES	42,452,000
LOOK	6.0 PAGES OUT OF 26 ISSUES	42,000,000
LIFE	5.8 PAGES OUT OF 51 ISSUES	40,600,000
LADIES' HOME JOURNAL	7.3 PAGES OUT OF 12 ISSUES	51,100,000
McCALL'S	6.5 PAGES OUT OF 12 ISSUES	45,500,000

Based on latest announced rates for B. & W. bleed pages, without discounts, and rate base or delivered circulations, whichever is greater.

Good Housekeeping

Magazine and Institute

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

tourism of today. I have heard that in 1960 alone, approximately 40,000,000 people traveled abroad.

■ **Musn't it be bewildering and disconcerting for all these millions of tourists, and mustn't it appear to them a senseless waste of money to find that posters advertising the *same* toothpaste vary from country to country, that a refrigerator, an electric lamp, a cosmetics product is presented to the public under different names, different logotypes and with different advertising material, when the design, the quality and the manufacturer of the product are exactly the same?**

It is we, the men of advertising, who are in daily contact with the representatives and spokesmen of international industry, who see how radio, tv, the press are every minute engaged in breaking down all barriers—it is we who must agree upon the necessity of seeing that the uniform market growing into being, before our very eyes at the earliest possible moment, is given effective coordinated advertising, which need not mean less variation or less impact.

Same Bank Campaign in Seven Nations Gets Big Results

So that I should not speak out solely on the basis of other people's experience, other people's thoughts and other people's conjectures, and so that I might confirm for myself the truth of the thesis which I am defending here today, I have during the last two years conducted an interesting experiment on a relatively large scale in one of the most complicated and challenging areas I know. This is one of those areas which are linked with a mass of emotional and traditional prejudices and which are hedged in with legal requirements varying from country to country. I am thinking now of *savings banks and savings propaganda*.

In the past two years, on the basis of a single identical idea, I have built up an identically organized and conducted advertising campaign, with exactly the same material, to reach the fishermen of Tromso, a long way north of the Arctic Circle, the people of Tasmania off the south coast of Australia, the teeming millions of Great Britain's cities and the inhabitants of Jersey in the Channel Islands, the shepherd on the Scottish moors, the people of the valleys of Austria, town and countryfolk in Finland, and last but not least, the entire population of Denmark.

The campaign was conducted in the form of a savings bank week when medals were distributed in each country as a reward to all those who deposited the contents of their money boxes or opened a new account. The experience gained from these campaigns, which have been conducted in seven different countries, is extremely interesting and is consistent down to the last details. [They have] run two successive years so far.

■ If you compare the bank week which I helped to arrange in these six countries, with exactly the same week in the preceding year, then it can be seen that the amount deposited increased in every country by 44% to 90%. In Denmark the campaign was such a success that in a week the Danish savings banks received many tens of millions of kronor from the 830,000 people who joined in the campaign, that is to say that one of every five Danes visited the savings bank during the week. . .

New customers brought to the savings banks by the week [increased] between 162% and 415%. In each country exactly the same ideas, exactly the same material and exactly the same promotion programs were used.

These figures give me grounds for saying today that this campaign can be conducted in any country in the world with, by and large, the same results. Why, then, is one to conduct national campaigns in different countries with no initial knowledge of their effect? This experiment, together with all the other arguments in favor of the same move, has finally convinced me that it is already possible today to carry out international campaigns throughout Europe—in some cases throughout the free world—for many of the products and ideas which are at present being advertised through diffused national campaigns. If savings bank books, air travel, refrigerators and similar things can be sold in this way, then practically any international product or international idea can also be sold in the same way.

■ Three different kinds of business undertakings have grown up in the last ten years in industry, the wholesale trade and the retail trade. These are:

1. *Genuine business chains* with tens, hundreds or thousands of branches covering a whole country or sometimes covering a complete section of the world.

2. *Voluntary chains of enterprises*, which have given up their freedom in certain respects (in the interests of their customers and in their own interests) in order to gain corresponding advantages. It has proved itself possible for these voluntary chains of enterprises to compete very successfully with the real chains.

3. *Independent undertakings* not parties to any chain arrangement, limited to a certain area or a certain sector—quite simply specialist enterprises of one type or another.

What Agencies Can Expect

For my own part I am fully convinced that in the advertising field development will be exactly the same. We shall have, as I see it:

1. **Genuine chains of agencies.** In fact, we already have them: There are the J. Walter Thompson, the McCann-Erickson chains and many others besides. In certain countries these chains will open offices of their own, in other countries they will work in collaboration with cooperative free agencies. All planning of advertising and all design of advertisements will be done centrally in creative teamwork and intimate consultation with distributors and advertising agencies in countries where the campaigns are to be conducted in order to find a sales message that will suit them all, one that can be used to equal advantage in every country.

2. **Voluntary chains**, operating as subsidiaries, or on an independent basis, in certain cases formed for a single assignment in other cases for many, working the same way by building up creative European teams to take responsibility for the joint planning of advertising campaigns and the production of advertising material, while distribution to national media is entrusted to national distributing agencies.

3. **Independent advertising agencies**, occupied above all in marketing national products within a restricted area. . .

New Split Commissions Coming

I hear sniffs from some of my colleagues when they hear the words "distributing agency" or when they hear the term "split commission." I have never been able to understand this negative reaction.

Split commission is a tainted word in European advertising because there was a time when many agencies acquired an income practically free of any work for it by means of split commission. I believe in another form of split commission, where the agency in one country and the agency in another country divide the commission paid by the media in direct proportion to the amount of work and other services which the two agencies have performed, and where the advertiser makes no qualms over the extra cost, which well planned, well coordinated advertising craves.

The commission from media is intended as payment for certain services provided by the agencies. Whether these services are performed in one country or the other is of no real interest to the media. What is important to them is that they get value for their money, and the advertiser gets value for his. With the increasing fineness of the gage used to calculate advertising agencies' costs, there should be no great difficulty in determining from case to case how much each agency is to receive. This is the form of split commission which I believe to be the commission of the future for the European advertising agencies.

The old form of split commission was as a rule 50-50. I think that in the future we shall have to view this in a more rational and more realistic light. It can as easily be 30-70 or 20-80. It all depends on where the work is performed.

■ If an advertising campaign for the same product is today to be planned for ten countries, then there are two methods of procedure which can be adopted. As one alternative, we could draw up ten national campaigns costing, let's say, 100,000 kronor each, or in all 1,000,000 kronor [for preparation and production costs]. In that case, out of a total advertising budget of 5,000,000 kronor, only 4,000,000 remain to be used on various media. This is the normal way it is done all over Europe today.

The other alternative—and that which I believe to be the method of the future —is to allocate maybe 300,000 kronor, maybe more, to a joint international campaign, worked out by an international creative team. The 6-700,000 kronor saved in this way can be used instead to present the well thought-out and well designed advertising message with 700,000 kronor worth of extra force.

All rational production is based upon distribution of work which allows each person to do what, from the point of view of the whole, gives the best result. That is what carries development forward.

Will Universal Ads Throw Admen Out of Work?

But what would happen to all our artists, all our copywriters, etc., if all the large producers selling throughout Europe were to sell their products with the help of centrally produced advertising? Won't this mean the breaking up of the entire present organization of advertising agencies? Won't this mean that people will be thrown out of work? Won't this mean less opportunity for gifted people to make their way upwards, especially in the small countries?

On the contrary, I believe that this development will benefit artists, copywriters, the heads of advertising agencies and others, just as much as it will certainly benefit the advertisers, the media and the consumers. It will force specialization in that certain agencies, certain artists, certain copywriters will become specialists in marketing goods in a wider market, while others will become specialists in national marketing.

The swift development which will take place in the 1960s will compel us to rationalize in this way, whether we want to or not. The lack of skilled staff is so great that we cannot afford to dissipate their energies on work which is too disparate in nature.

■ I am well aware that a re-casting of one's thoughts in this field requires work and costs money and that in the beginning a lot of mistakes are certain to be made. What one wins by pioneering here should, however, be well worth the expense and the work. I am convinced that in the next few years we shall see the emergence of a new method of collaboration between European advertisers and European advertising agencies. What I mean will perhaps make itself most clearly apparent from this picture:

In 1961, a customer working in three countries works with three groups of contact men, three groups of copywriters, three groups of artists studios and three groups of office staff. It must be expensive and it must involve a splitting of effort and an appalling amount of wastage.

In 1965 (or indeed, much earlier) we shall have developed, in my opinion, many *inter-European creative groups*, in which advertisers and advertising agencies will together build up European campaigns which, without cutting down effectiveness and without weakening results, can yield the enormous profits which can result from running an advertising campaign which is coordinated in

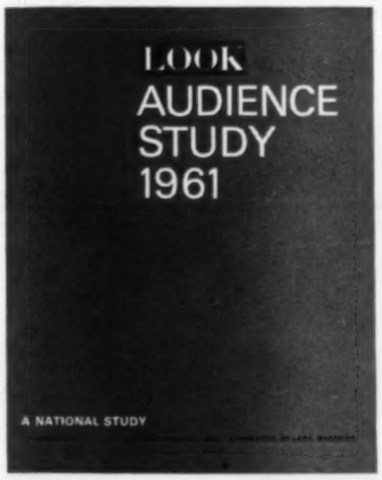
What They're (Really) Saying . . .

—W. H. Everett

"Don't cry, Miss. I'll bet even the sponsor didn't notice you pull the door off his refrigerator."

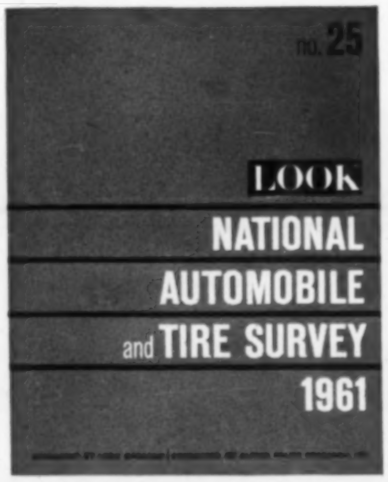
Leadership in Research

Look presents . . . four new market studies


LOOK
AUDIENCE
STUDY
1961

A NATIONAL STUDY

Shows average-issue and 13-issue-cumulative household and individual audiences of LOOK. Reveals single issue read in 34.5% of all homes . . . 13 issues reach 73.3%, with 6.1 frequency. Includes audience characteristics, purchase data.*


no. 25
LOOK
NATIONAL
AUTOMOBILE
and TIRE SURVEY
1961

Authoritative study of car buying and ownership, tire buying, automobile repairs and servicing, mileage traveled. Added sections this year cover purchases of gasoline, credit cards, waxes and polishes, oil additives and filters, liability insurance.**

VOLUME ONE
MAJOR HOUSEHOLD APPLIANCES
LOOK
NATIONAL
APPLIANCE
SURVEY
1961

Volume One (Major Appliances). A 291-page report on ownership and acquisition of 26 major household appliances by brands. Includes consumer characteristics. Covers place of purchase, brand loyalty, method of payment, top-of-line buying *

VOLUME TWO
PORTABLE HOUSEHOLD APPLIANCES
LOOK
NATIONAL
APPLIANCE
SURVEY
1961

Volume Two (Portable Appliances). Reports data similar to those in Volume One on 20 portable household appliances. Documents important influence of males and teen-agers in originating purchase ideas and actually buying small appliances.*

A pioneer in media research, LOOK – year after year—sponsors numerous studies designed to provide advertisers and agencies with the most up-to-date and accurate marketing information. The LOOK studies are nationwide, based on probability samples. They are conducted through personal interviews, by leading research organizations.

The reports cited above, representing over a quarter of a million dollars in research expenditures, are now available through your LOOK representative. These latest studies—only a part of LOOK's overall research program—can be compared with prior LOOK studies to develop trend-data information on share of market.

In years to come, LOOK will furnish American industry with more and more basic data essential to the formulation of marketing plans.

LOOK

CIRCULATION OVER
7,000,000

**Study conducted by Audits and Surveys Company, Inc*
***Study conducted by Alfred Politz Research, Inc.*

the best sense of the word.

Why should three artists in three different countries sit drawing the same electric iron, and three copywriters write what is after all largely the same copy for the same iron—when instead the outstanding European specialist in the drawing of electric irons, in collaboration with the best European copywriter on the subject, could produce a series of advertisements which could then be presented with insignificant national modifications rendered necessary by changes in language.

There has long been a certain negative attitude to "distributing agencies." There is a tendency to regard the selection of media and the placing of advertisements as uninteresting routine, work of little merit. For my part I hold this part of the work as being just as important for the result as the creative part. Important too, is that the increasingly complicated technical side be efficiently and correctly handled.

■ I am perfectly aware of the danger of going too far with standardization. Just imagine what it would be like if all advertisements were of the same size, carried the same square photo and the same watered-down message to suit everybody. That is certainly not my aim. Neither do I believe that such an effect will arise from well planned coordination, in the many cases where it is possible to effect it. Can anybody tell me that American advertising today is standardized to these absurd lengths, although the same advertisements, printed matter and posters go out from coast to coast over the whole of that enormous continent?

No—a thousand times, no. In no other country can we find such a variation of visual language and information techniques as in the American campaigns. It is because they have a large uniform market and because they speak the same picture language, that they can afford to indulge in as much variation as we have here in Europe, but on a considerably higher level.

Advertising Must Be Truly International

It seems to me that it is no longer a question of whether advertising *can become* international. It *must become* international. We, whether we are advertisers, media men or advertising men, must, I believe, play as active a part as possible in assisting this process of development. If there are no grounds for international advertising, then there are no grounds either for marketing internationally, since advertising reflects the state of the market and gives a visual presentation of sales concepts.

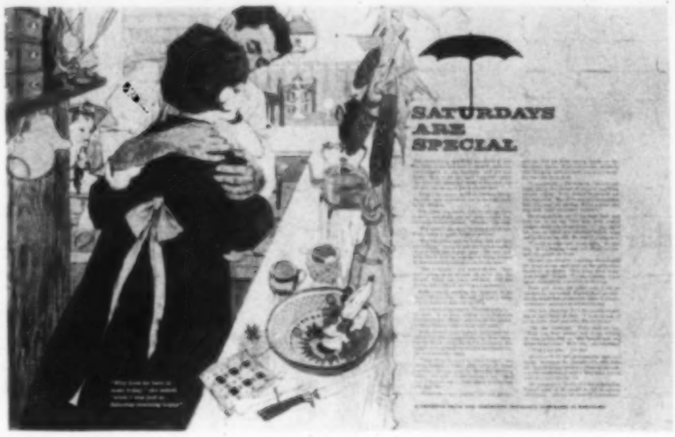
If there is no belief in advertising that can pass over all boundaries, then neither should we manufacture products which pass over all boundaries.

To begin marketing with a local appeal which changes from country to country is about as sensible as stopping a factory's machinery producing a product and setting up production in a number of small national factories—these producing their own national products in short series after their own recipe.

■ We must abandon all our old national prejudices and try to see the new lines along which development is to take place. I believe in international cooperation between national advertising agencies in the course of which creative groups under the leadership of people who are trained to think internationally are assembled to work in unison. Let us hope that the time has passed when each sat like a little king in his own kingdom. The politicians' attempts to break down tariff barriers and political obstacles are not enough; we in sales and advertising have an equally important job to do in ridding ourselves of the prejudices and faulty reasoning which have all too long obstructed development in our very important fields . . . #

The Creative Man's Corner . . .

Neat Touch with a Trademark



In Walter Weir's book, "On the Writing of Advertising," the statement is made, "If advertisements had to be submitted for approval to the editors of the magazines or newspapers in which they were intended to appear, most of them would not appear."

This ad for Travelers Insurance probably was not submitted to the editors of the magazines in which it was intended to appear. But it started out as a pseudo-magazine story, and whoever wrote it undoubtedly created an editor to whom he (or she) mentally submitted it. As a result, it has a freshness in its telling and an interest that just a straight ad would not have.

For an extremely modern ad, it also points up the advantage of one of the oldest things in advertising—which used to be called "a trade mark." That umbrella, the handle of which is neatly worked in as the letter "u" in the word "Saturdays," has become identified with Travelers—so that the absence of a large logotype doesn't lose for Travelers the reminder value to those who only turn the page. And these, we are confident, will be in the minority. #

On the Merchandising Front . . .

Where Do 'Hard Goods' End—'Soft Goods' Begin?

By E. B. Weiss

It has been customary for many years to divide most consumer goods into two broad categories—hard goods and soft goods, durables and non-durables. And for purposes of *general discussion*, that two-way division of consumer merchandise has served a reasonably useful purpose.

E. B. Weiss

However, of late, there has been a tendency to use *very specific* figures breaking down the total volume of certain retailers as between hard goods and soft goods. This has become especially common when talking about the newer discount outlets. Here it is common, for example, to remark (and I have been as guilty of this as anyone else) that the discount house formerly accounted for 70% of its volume in hard goods but will ultimately derive 70% of its volume from soft goods.

Implicit in that observation is the assumption that hard goods classifications are *clearly defined;* ditto for soft goods classifications. If this were so—this column would not have been written.

■ The blunt fact is that there is absolutey no uniform, no generally-accepted, no generally-understood and no intelligently valid definition *of any kind whatsoever* with respect to what is or should be included in soft goods and hard goods.

For example, the top executive of a buying office made a talk recently in which he commented on the fact that discount chains had dropped their hard goods percentage of total volume to about 30%. When I asked him what he included in hard goods he told me that he included—of all things—*drugs, stationery and cosmetics!*

■ This is a practical, highly-competent retail executive. Yet, as is self-evident, his concept of what constitutes hard goods certainly gives amazing elasticity to the term "hard." Moreover, he by no means stands alone in this regard. Other retail executives who talk very specifically about hard goods vs. soft goods will, when pinned down, give equally rambling definitions of the two terms.

At one time I imagine hard goods and consumer durables were generally considered to include autos, auto accessories, hardware, appliances, radio-tv, furniture, certain classifications of home furnishings such as lamps, maybe toys, jewelry, housewares, cameras. These may not constitute a *complete* list of the categories originally in mind when retailers referred to hard goods—but I believe they take in the major part.

Today, however, hard goods may or may not include drugs, stationery and cosmetics, as listed by the buying office executive I quoted earlier—but hard goods may also include luggage, phonograph records, sporting goods, Venetian blinds, personal leather goods, an infinite variety of sundries, etc.

Moreover, as I will detail in a few moments, Uncle Sam considers blankets, rugs, etc., to be consumer durables—and to many marketing men consumer durables and hard goods are synonymous!

■ Soft goods presumably involve categories made from natural or artifical fibers—ready-to-wear, fashion accessories, lingerie, foundation garments, undergarments, sleepwear, hosiery, linen and domestics, curtains and draperies, woven floor coverings, blankets, piece goods, outwear, raincoats, sweaters, etc. (I would say that soft goods can be, and are, more clearly identified than hard goods.)

However, upholstered furniture seems to fall in the area between hard and soft. So might drapery hardware—which is seldom sold in the hardware department. So would toys, stationery, hundreds of notions and sundries, jewelry and novelty jewelry, drugs, cosmetics. I've seen women's handbags that were more "hard" than "soft." And I note that currently some luggage is being made from tapestry—would that be hard or soft?

But that is only part of the semantic confusion. The U. S. Department of Commerce has statistics covering "consumer durable goods." As I've said, these are generally considered to be synonymous with true hard goods. Well—the major items classified by the department under consumer durables include the following:

Jewelry and watches

Furniture (including mattresses and bedsprings)

Kitchen and other household appliances

China, glassware, tableware and utensils

Other durable house furnishings (principal items are: floor coverings, comforters, quilts, blankets, pillows, picture frames, mirrors, art products, portable lamps, clocks, writing equipment, and hand and garden power tools)

Ophthalmic products and orthopedic appliances

Automobiles

Tires, tubes, accessories and parts

Books and maps

the

Diners'

CLUB MAGAZINE

Wishes you a very Merry, Well-Fed and Loving Christmas and we are joined by **Art Buchwald** Eddie Cantor Skitch Henderson Dong Kingman S. J. Perelman **Budd Schulberg** and Philip Wylie

ANNO DOMINI ■ MCMLXI ■ DECEMBER

a new selling phenomenon

■ Ad man Albert Lasker once said, "Show me the number of coupon returns a magazine pulls for its advertisers and that's the proof of its readership and selling power."

■ Let's face it. The true test of a magazine is what it can PROVE, not what it claims. The Diners' Club Magazine can PROVE that it is read—it can PROVE that it has unprecedented selling power—it can PROVE that it is the best advertising dollar investment that can be made for any product or service seeking a top income, credit checked business executive audience. An audience that travels, that has money and spends money. Here's some proof—not claims—proof:

AMERICAN PHOTOCOPY COMPANY (APECO duplicating machines) . . . September 1960 first ad in DCM. Over 4,000 coupon returns converted into $200,000 in sales. Now a regular advertiser.

MERRILL LYNCH, PIERCE, FENNER & SMITH . . . June 1960 first ad in DCM. Now runs 8 times a year.

STERN'S NURSERIES (One of the nation's largest advertisers of cut nursery products) . . . Tested DCM 2 years ago with a one page insertion. Results so phenomenal, they placed advertising in excess of $150,000 with the DCM last year.

BOOK-OF-THE-MONTH CLUB . . . March 1961 first ad. Now running on a regularly scheduled basis with pages and insert cards.

BOHN CALCULATOR . . . February 1961 first ad in DCM. Now a regular advertiser.

SCHENLEY IMPORTS... Budgeted $75,000 in the DCM for five issues, including the largest accordion fold (16 panels) ever run in a national publication.

HEINEKEN'S BEER . . . January 1961 first ad in DCM. Now on a 12x basis. By way of testing publications, used beer glass offer in DCM and other national magazines; result—DCM per dollar invested far exceeded returns from any other magazine used.

■ Important new advertisers are scheduling the DCM every month. Dewar's White Label, Time Magazine, Renfield Importers, Ron Carioca Rum, Brione's Akvavit, Haig & Haig, Piper Heidsieck, Cointreau, Walter Black's Classics Club, Prentice Hall, Show Business Illustrated, Swift's Premium, Avis Car Rental and Matson Line are some of the current Diners' Club Magazine advertisers. These are people who already have realized the astounding potential of the magazine read by the highest income group in America.

■ The Diners' Club Magazine has a paid circulation of 900,000. The average annual income of its readers is $16,876.35—at least several thousand dollars higher than any other magazine in the country. Its readers not only can afford to spend more, they DO spend more.

If you want to reach this income group, if you want to create new sales, larger sales, The Diners' Club Magazine is your cup of tea.

For the overall story of our quality market coverage, contact our National Advertising Director, Leonard Mogel, at The Diners' Club Magazine, Department A, 10 Columbus Circle, New York 19, New York. Circle 5-1500. He'll make sure a representative gives you all the details.

Also available on request: The Diners' Club Magazine Reader Survey, a careful study of the magazine's readers and what they buy.

our cover: On the reverse side of this piece is the cover of the December Diners' Club Magazine. Noted writers we have also published during the past year: Rod Serling, Jerome Weidman, Cleveland Amory, Ben Hecht, Ludwig Bemelmans, Jimmy Cannon, Paul Gallico, Ogden Nash, James Gould Cozzens, Quentin Reynolds, John Steinbeck, etc.

Wheel goods, durable toys, sports equipment, boats and pleasure aircraft

Radio and television receivers, records and musical instruments

■ That breakdown by the Department of Commerce seems to be based more on the durability of merchandise than on whether it is hard or soft. Note the inclusion of books, maps, comforters, quilts, blankets, pillows. (I, for one, never realized until this moment that comforters, quilts, blankets and pillows could *possibly* be considered to be a consumer durable and, therefore, a close cousin to hard goods!)

Clearly, with this confusing lack of standardization of terms, one retailer's figures on his hard goods vs. soft goods volume could differ in a *major way* from another retailer who, classification by classification, may do precisely the same volume! For example, I note that a large discount chain that recently "went public" breaks down its volume this way: (1) "soft lines"—60%; (2) "home goods"—40%.

But some of the stores in this discount chain include a food department—is that tabulated as "home goods?" And are "linens and domestics" home goods or soft lines? (I would classify linens and domestics as home goods—and ditto for blankets, curtains, etc., etc. Yet, they are also "soft" goods in that they are made from fibers, natural or artificial.)

All this brings me back to one of my favorite subjects—to wit, our business statistics. As the two or three long-suffering E. B. W. aficionados who stubbornly continue to read this column know, I have been insisting for years that most of our business statistics are irrelevant, immaterial and certainly incompetent. Obviously, our statistics on hard goods-soft goods, on consumer durables and consumer non-durables are no exception.

■ The next time you hear a marketing man, including this one, attempt to pontificate *specifically* on hard goods vs. soft goods, or durables vs. non-durables—especially when he gets down to *comparative* statistics—gently inquire what merchandise classifications are included in his statistics. I suspect that such an inquiry will produce many a hem and many a haw—but nary a lucid breakdown. I speak from experience—I've been hemming and hawing ever since I began to think about this column. #

On the Packaging Front . . .

The Package and the Ad

By Douglas L. Smith

"Packages and advertisements don't have anything in common," the copywriter said, referring to a new label he had been asked to criticize (constructively or otherwise), "and I wish that people would let the two alone and permit each to do its own specific job!"

Douglas L. Smith

A couple of others in the meeting looked as though they had been slapped, having voiced the opinion that the new label did not seem to tie in with the current advertising, per se, and naturally one would assume that the copywriter would support the view that label design should reflect the advertising. After all, it would be a tribute to his own creation.

"No," he continued, "a good label reflects the product, and if it presents the product well, then it can enhance the advertising, too. The tie-in you want will come naturally."

■ As elementary as this may seem to some, it represents a profound and mature point of view in label design, albeit it may sound a bit extreme. Because, ultimately, both the package and the label reflect the attributes of the product, and in that regard they do have something (quite a little, in fact) in common.

But essentially it is true that, as physical entities in their own right, the package and the advertising should exist as separate forces. Not in contradistinction to each other, but as efforts with common goals they should develop their own personality, or character, that will enable them to have their own unique position in their own locale—the shelf for the label, the medium for the advertisement.

A label or a package is a constant thing. It may change rarely if it is a good one. On the other hand, the advertising, even with a constant theme, may change from time to time in some facet of its appearance.

■ Uncle Ben's rice, someone may say, disputes this thinking, having achieved a label so complete (and in my opinion so good) that it is actually an advertisement in itself, and has appeared in magazines as such. And there are other similar examples, I'm sure.

But the essential truth is that, the one who creates the advertising, and the other who creates the label, while having the same or a similar goal, should proceed with independent judgment to achieve their ends. If the objective is sound, and they imaginatively tackle what within their own provinces each must do, the results of both will "tie in," as they say, very nicely indeed. #

Tips for the Production Man . . .

Farrar's Influence on Typography

By Kenneth B. Butler

The above byline is, this week, something of a complete misnomer. I didn't write this column at all. It is written actually by C. B. Larrabee, a man who knew well and clearly understood the work and the thinking of Gilbert Farrar in the realm of typography and layout. Mr. Farrar, to refresh your memory, was the subject of one of my columns in which I discussed the typography of publication ads of the period before and during the early 1920s.

Mr. Larrabee knew Mr. Farrar for many years, and has told us about some of Mr. Farrar's pioneering thinking in a letter commenting on my piece in AA.

Writes Mr. Larrabee:

"Mr. Farrar did a great deal to help clean up advertising typography. Writing at a time when the border was absolutely de rigeur, his was one of the early voices to try to free advertising typography from the confinement caused by the border. He was talking about the bleed page before people had really thought up the term.

"Most people have forgotten that Walter Teague got his start as a designer of borders," reminisces Mr. Larrabee. "If you will go back into the magazines of the early '20s, you will find ads with very elaborate borders and signed by Walter Dorwin Teague. Being an excellent designer and fast on his feet, he was quick to see that the border was on the way out and got into industrial design where he was highly successful.

"Another man who had a great influence on both advertising and magazine photography in the early '20s was Heywirth Campbell, art director of *Vanity Fair*. If you ever have a chance to go back to some of the early issues I think you'd be interested to see how much in advance of their time were their layout and typography ideas. *Vanity Fair* was *The New Yorker* of its day in its influence on both writers and designers."

Mr. Larrabee points out that there were some good looking advertisements in the '20s, even if today's ideas on typography are vastly different. It is surprising, he says, how they could then get a clean, uncluttered look in spite of the amount of type they used and the confining borders.

Mr. Larrabee, who is now director of publications for American Chemical Society, writes that though Mr. Farrar is pretty well forgotten now, his influence on advertising was for the best, adding that in the field of newspaper typography Mr. Farrar was a pioneer in getting publishers to free themselves from the bondage of the old-type pyramid headline built on an exact letter count where sense was often obliterated in the strait jacket of appearance.

It is heart-warming to have this eulogy of Mr. Farrar from a man who knew him and his work intimately. #

Agencies Ask Us . . .

Advice to a Young Man About to Be Skinned Alive

By Kenneth Groesbeck
Advertising Agency Consultant

He called me on the telephone last night, from across the continent. He was in a quandary, he reported, because a client who represented about one-third of his agency's half-million dollar billing wanted a new deal. Five per cent was all he was going to pay hereafter on media totals, instead of the previous fifteen. That made him mad, my young man reported; his first impulse being to tell the chiseler to go fly his kite, his later thought being to ask me about it.

Kenneth Groesbeck

"Why," I said, "you'll lose money hand-over-fist, won't you, on such a deal? I think you will find that it is costing you close to 15% on your billings to handle that business. How can you fail to lose?"

"Well," he responded, "we make about 25% on this client. We charge for all copy and layouts, you see."

"That's a bit different," I answered, cautiously. "Tell you what you do. Figure carefully your total costs on this business, allocating one-third of your rent, overhead, and everything else, including the total of all direct salaries you are paying. Compare your total costs with your total income, and see how you come out. That is the only way to find if you can afford the cut in your income which your client proposes. How does that sound to you?"

■ "That sounds fine," he said. "Shall I include the interest on the amount I have to borrow from the bank in order to finance him?"

"You finance this guy, too?" I asked, with a sinking feeling in my stomach.

"Sure. We carry him for ninety days or more, right along," came the answer. "He owes us about $27,000, as of now."

"Has he a good credit rating?" I asked.

"Yes, very good."

"All right. Here's what you do: Before you accept or refuse his new deal, get yourself credit insurance on this account, to protect yourself against loss. I don't like this client at all, from what you tell me about him. Sounds to me like another of these rackets where the client spends the agency's money instead of his own. Usually this signals a bust-up, with the agency, as usual, holding the bag. Get that?"

"Yes. Will do."

"Next, after you have your insurance, give him your decision, based on your cost figures. Not until you have your insurance, because if your decision is against him, he is likely to take the business away and play someone else for a sucker. Right?"

"Right."

■ And then, after a pause: "What if I can't get the insurance?"

"Then you are just out of luck, and in considerable danger. Best you can do then is play along, don't get any deeper into trouble, reduce the amount he owes you as fast as possible, if you can do it. Usually this is impossible. The pattern is a familiar one."

"Have I any cards to play at all?"

"Oh yes. After you know how you stand in profit and loss on the account, as at present set up, offer the client a deal. Give him the cut he asks (provided it doesn't show you a loss) only with the agreement that he cuts his current debt to you by the full amount he is saving each month from the cut you agree to give him.

"Aim at the time when he is paying as he goes, and the account is financing itself. Thus you may save the situation, making less money on the business, to be sure, but restoring it to a financially sound basis, and saving on your bank interest."

"I've got myself into quite a jam, haven't I?"

"Yes, but this victimizing of small agencies by unscrupulous clients is an old story. You're between the devil and the deep sea, but you may get out of it. Your only salvation is to understand the racket you are up against, make as smart a deal as you can, play your fish as skillfully as he has been playing you, and if you finally get out still possessing a shirt, learn by your experience."

■ "Is this guy crooked, in your book?"

"No, not necessarily. Just a smart operator, who has learned to do business on your money. Is he crooked because you bought what he offered? Not at all. But, friend, chances are he hasn't much of a conscience. This sort of client loses no sleep if a small agency goes to the wall because they played along with him. That, he remarks serenely to himself (if he thinks about it at all) is their funeral."

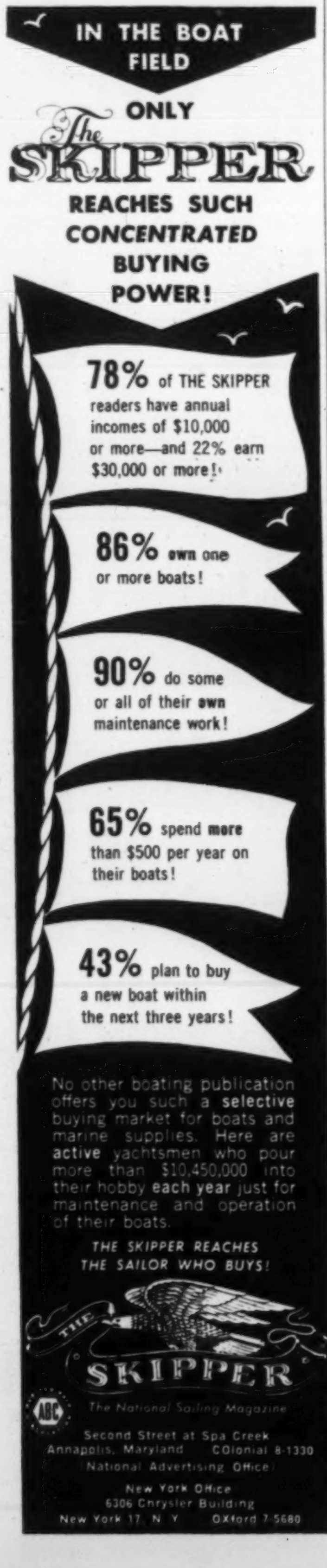
Funeral is right. #

Burnett Appoints Three

Philip J. Laven and Donald R. Stimble have joined Leo Burnett Co., Chicago, as account executives and Monie Vandervort has joined the agency as a sales promotion executive in the marketing department. Mr. Laven was formerly an account executive with Campbell-Mithun and Keyes, Madden & Jones and for a time operated his own agency in Chicago. Mr. Stimble was formerly advertising manager of Quaker Oats Co. Mr. Vandervort formerly was a division sales supervisor of General Mills and merchandising director of Geo. Wiedemann Brewing Co.

Brown Joins 'Bon Appetit'

Stanley L. Brown, former president of Park & Tilford Distillers Corp., has been appointed vp and associate publisher of *Bon Appetit*. Mr. Brown has acquired a substantial stock interest in Home Publications Inc., San Francisco, publisher of the bi-monthly magazine.



IN THE BOAT FIELD
ONLY
The SKIPPER
REACHES SUCH CONCENTRATED BUYING POWER!

78% of THE SKIPPER readers have annual incomes of $10,000 or more—and 22% earn $30,000 or more!

86% own one or more boats!

90% do some or all of their own maintenance work!

65% spend more than $500 per year on their boats!

43% plan to buy a new boat within the next three years!

No other boating publication offers you such a **selective** buying market for boats and marine supplies. Here are **active** yachtsmen who pour more than $10,450,000 into their hobby **each year** just for maintenance and operation of their boats.

THE SKIPPER REACHES THE SAILOR WHO BUYS!

THE SKIPPER
ABC
The National Sailing Magazine

Second Street at Spa Creek
Annapolis, Maryland COlonial 8-1330
(National Advertising Office)

New York Office
6306 Chrysler Building
New York 17, N. Y. OXford 7-5680

Ad Spending by Associations During 1960

Source: Magazine Advertising Bureau

	Magazines	Newspapers	Total*
Air Transport Assn. of America	$ 130,615	$ ———	$ 130,615
State of Alabama	28,665	———	28,665
Alaska Chamber of Commerce	39,139	———	39,139
Province of Alberta	30,553	———	30,553
All Year Club of Southern California	349,915	337,609	687,524
Allied Florists Assn.	———	49,626	49,626
American Booksellers Assn.	37,150	———	37,150
American Dairy Assn.	1,386,752	1,379,346	3,455,937[1]
American Gas Assn.	1,483,028	44,831	3,006,222[2]
American Iron & Steel Institute	31,080	———	31,080
American Lamb Council	———	109,208	109,208
American Medical Assn.	———	30,719	30,719
American Rayon Institute	737,749	———	737,749
American Sheep Producers Council	326,164	521,291	847,455
American Society of Travel Agents	51,834	66,157	117,991
American Trucking Assns.	129,700	———	129,700
American Wool Council	———	122,547	122,547
America's Independent Electric Light & Power Cos.	1,452,488	263,900	1,716,388
Arkansas Rice Growers Co-op. Assn.	———	41,992	41,992
State of Arkansas	148,765	———	148,765
Asphalt Institute	374,125	———	374,125
Associated Blue Lake Green Bean Canners Inc.	33,560	———	33,560
Associated British & Irish Railways Inc.	63,227	45,045	108,272
Associated Bulb Growers of Holland	———	35,508	35,508
Assn. of American Railroads	776,815	———	776,815
Atlantic City Chamber of Commerce	———	74,675	74,675
Australian National Travel Assn.	30,770	———	30,770
Bahamas Development Board	———	121,437	121,437
Government of Bermuda	233,331	256,323	489,654
Better Vision Institute	93,450	———	207,421[3]
Bourbon Institute	272,525	———	272,525
British Travel & Holidays Assn.	365,158	80,612	445,770
California Almond Growers Exchange	76,135	———	76,135
California Prune Advisory Board	189,415	———	189,415
California Raisin Advisory Board	211,049	142,083	353,132
California Redwood Assn.	123,339	———	123,339
Californians Inc.	65,351	———	65,351
Dominion of Canada	1,016,286	592,709	1,608,995
Canned Salmon Institute	44,600	———	44,600
Canvas Awning Institute	35,121	———	35,121
Cape Cod Chamber of Commerce	———	28,450	28,450
Cast Iron Pipe Research Assn.	245,300	———	245,300
Cling Peach Advisory Board	814,097	49,535	863,632
Cling Peach Advisory Board & California Canning Pear Growers	233,123	———	233,123
Colombia Coffee Bureau	———	408,746	408,746
State of Colorado	85,588	———	85,588
Connecticut Development Commission	———	55,353	55,353
Cuban Tourist Commission	236,265	74,807	311,072
Dairyman's Cooperative Sales Assn.	———	30,366	30,366
Dairyman's League Co-op. Assn.	———	59,089	59,089
Dallas Chamber of Commerce	42,390	———	42,390
Daytona Beach Chamber of Commerce	25,180	30,346	55,526
Decorative Showrooms Guild	———	34,682	34,682
Denmark Cheese Assn.	———	77,548	77,548
Diamond Walnut Growers	112,260	218,894	331,154
Dominican Republic Press Society	———	47,804	47,804
Douglas Fir Plywood Assn.	773,642	———	773,642
Drop Forging Assn.	63,655	———	63,655
Durene Assn. of America	111,600	———	111,600
Edison Electric Institute	2,183,770	———	2,183,770
County of El Paso	36,098	———	36,098
Electrical Assn. of Philadelphia	———	74,857	74,857
Everglades Sweet Corn Advisory Comm.	———	31,897	31,897
Farmers Chinchilla Co-op. of America	30,060	———	30,060
Florida Citrus Commission	2,208,429	1,679,301	4,127,061[4]
Florida Citrus Exchange	———	34,343	34,343
State of Florida	1,003,841	57,598	1,061,439
Florists Telegraph Delivery Assn.	273,936	287,399	782,916[5]
City of Ft. Lauderdale	72,694	25,646	98,340
Foundation for Commercial Banks	470,710	———	470,710
Government of the French Republic	259,101	33,324	292,425
Gas Appliance Manufacturers Assn.	76,170	———	76,170
Gasoline Tax Education Committee	———	269,943	269,943
State of Georgia	69,522	———	69,522
Glass Container Manufacturers Institute	1,216,859	———	1,216,859
Great Lakes Mink Assn.	54,750	———	54,750
National Tourist Organization of Greece	35,710	———	35,710
Harrison County, Miss. Advertising Commission	26,846	———	26,846
Hawaii Visitors Bureau	175,757	81,689	257,446
Holland Cheese Exporters Assn.	38,797	———	38,797
State of Idaho	73,833	211,189	285,022
Illinois State Toll Highway Commission	———	35,605	35,605
Government of India	109,120	———	109,120
State of Indiana	32,167	———	32,167
Institute of Life Insurance	———	1,847,344	1,847,344
International Silk Assn.	74,585	———	74,585
International Tuna Fish Assn.	———	34,360	34,360
Government of Ireland	50,534	50,419	100,953
Italian State Tourist Office	159,007	———	159,007
Jamaica Tourist Trade Development Board	$ 216,875	$ 90,280	$ 307,155
Japan Trade Center	25,660	———	25,660
Commonwealth of Kentucky	103,620	———	103,620
Leather Industries of America	164,739	———	164,739
State of Louisiana	37,822	———	37,822
Louisiana Sweet Potato Advertising & Development Commission	———	31,985	31,985
Maine Potato Committee	———	37,168	37,168
State of Maine	47,842	———	47,842
Malta Government Tourist Board	64,286	———	64,286
Province of Manitoba	111,448	———	111,448
Maryland Department of Economic Development	———	81,937	81,937
Massachusetts Department of Commerce	———	53,022	53,022
Mexican Comision Nacional de Turismo	205,812	121,013	326,825
Miami Beach Chamber of Commerce	31,573	143,626	175,199
Miami Beach Oceanfront Motels Information Bureau	———	32,177	32,177
City of Miami	69,458	———	69,458
State of Michigan	86,419	———	86,419
Milk Foundation	———	159,173	159,173
State of Mississippi	113,856	———	113,856
State of Missouri	66,791	———	66,791
Mobile Homes Manufacturers Assn.	432,670	———	432,670
State of Montana	25,351	———	25,351
Mutation Mink Breeders Assn.	255,975	———	255,975
Nassau, Bahamas, Development Board	436,494	365,480	801,974
National Assn. of Insurance Agents	224,485	———	224,485
National Assn. of Retail Grocers	34,460	———	34,460
National Clay Pipe Manufacturers Inc.	30,240	———	30,240
National Cotton Council of America	130,990	31,226	162,216
National Electrical Contractors Assn.	74,174	———	74,174
National Electrical Manufacturers Assn.	27,170	———	27,170
National Institute of Dry Cleaning	100,409	———	100,409
National LP Gas Council	115,335	———	115,335
National Lumber Manufacturers Assn.	441,322	———	441,322
National Oak Flooring Manufacturers Assn.	260,304	———	260,304
National Retail Hardware Assn.	169,685	———	169,685
National Rural Electric Co-op. Assn.	169,325	———	169,325
Province of New Brunswick	96,248	———	96,248
State of New Jersey	33,113	———	33,113
State of New Mexico	87,570	———	87,570
State of New York	282,416	124,980	407,396
New York Stock Exchange	1,048,411	———	1,048,411
Government of New Zealand	55,745	———	55,745
State of North Carolina	172,485	101,826	274,311
Province of Nova Scotia	70,513	40,444	110,957
Official Belgian Tourist Bureau	33,246	———	33,246
Ohio Electric Companies	———	42,176	42,176
State of Ohio	———	101,333	101,333
Oil Heat Institute of America	———	316,328	316,328
Olive Advisory Board	45,365	———	45,365
Province of Ontario	153,330	60,019	213,349
State of Oregon	54,539	76,116	130,655
Organization for European Economic Cooperation	80,175	100,828	181,003
Pacific Area Travel Assn.	60,786	———	60,786
Pan American Coffee Bureau	728,464	———	1,043,198[6]
Commonwealth of Pennsylvania	54,388	89,890	144,278
Pennsylvania, Grade Crude Oil Assn.	288,435	———	288,435
Phoenix Valley of the Sun Visitors Bureau	———	61,729	61,729
Philadelphia Industries	———	26,118	26,118
Pocono Mts. Vacation Bureau	———	26,495	26,495
Ponderosa Pine Woodwork	156,645	———	156,645
Porcelain Enamel Institute	27,120	———	27,120
Portland Cement Assn.	1,349,837	225,756	1,575,593
Commonwealth of Puerto Rico	1,205,036	319,657	1,524,693
Quality Bakers of America Co-op	56,035	———	56,035
Province of Quebec	98,313	157,480	255,793
Red Cedar Shingle Bureau	64,601	———	64,601
Rice Industry Assn.	120,415	———	120,415
Rhode Island Development Council	———	28,623	28,623
Rochester Milk Producers Assn.	———	32,918	32,918
Roquefort Assn.	50,964	———	50,964
St. Petersburg Chamber of Commerce	28,041	36,081	64,122
San Carlos Park, Fort Meyers, Fla.	———	45,482	45,482
San Diego Club	45,744	———	45,744
Sarasota County, Fla., Chamber of Commerce	———	30,319	30,319
Savings Banks Assn. of the State of New York	30,921	———	30,921
Savings & Loan Foundation	1,376,569	———	1,588,998[7]
Scandinavian Fur Committee	52,130	———	52,130
Scandinavian National Travel Commission	30,467	29,342	59,809
Society of American Florists	52,050	———	52,050
South African Tourist Corp.	71,405	———	71,405
State of South Carolina	84,065	———	84,065
State of South Dakota	76,166	51,155	127,321

	Magazines	Newspapers	Total*
Southern & Northern California Renault Dealers Assn.	$ ———	$ ———	$ 41,740[8]
Southern Pine Assn.	76,775	69,843	146,618
Southwest African Persian Lamb Industry Advisory Board	74,010	———	74,010
Spanish Tourist Office	55,800	32,803	88,603
Steel Companies Coordinating Committee	———	———	65,010[9]
Steel Service Center Institute	97,557	———	97,557
Structural Clay Products Institute	25,096	———	25,096
Sugar Information	238,450	275,658	514,108
Sun-Maid Raisin Growers of California	194,977	129,502	324,479
Sunkist Growers	1,372,533	660,847	2,033,380
Sunsweet Growers	188,978	———	188,978
Swiss National Travel Office	32,108	———	32,108
Tea Council of U.S.A.	293,312	89,112	382,424
State of Tennessee	89,811	43,070	132,881
Tidewater Virginia Development Council	28,085	———	28,085
Tile Council of America	83,329	———	83,329
Trailer Coach Assn.	———	84,060	84,060
Trans Atlantic Steamship Conference	201,586	———	201,586
Tucson Sunshine Climate Club	32,083	———	32,083
United Mink Producers Assn.	60,400	———	60,400
U.S. Brewers Foundation	118,155	130,698	638,868[10]
U.S. Independent Telephone Assn.	188,580	———	188,580
State of Utah	25,530	———	25,530
Virgin Island Government Information Office	———	25,970	25,970
Commonwealth of Virginia	126,116	79,284	205,400
Virginia State Apple Commission	———	30,129	30,129
Washington State Apple Commission	———	62,764	62,764
State of Washington	184,257	29,075	246,234[11]
Watchmakers of Switzerland	26,260	———	484,450[12]
West Coast Lumbermen's Assn.	180,050	———	180,050
Western Pine Assn.	232,429	———	232,429
Whisky Distillers of Ireland	99,819	———	99,819
Wine Advisory Board	249,106	166,406	415,512
Winnipeg, Manitoba, Canada	———	26,663	26,663
Wisconsin Dells Chamber of Commerce	———	31,660	31,660
Wisconsin Industries	———	40,578	40,578
State of Wisconsin	44,630	41,437	86,067
Wool Bureau	611,271	———	611,271
TOTAL	$39,670,686	$15,507,893	$59,436,684[13]
(NUMBER)	(161)	(99)	(209)

*Expenditures of 12 association advertisers using television are shown in the footnotes and included in the total column.

[1] Includes $689,839 network television
[2] " 1,478,363 " "
[3] " 113,971 " "
[4] " 239,331 " "
[5] " 221,581 " "
[6] " 314,734 " "
[7] " 212,429 " "
[8] Includes $ 41,740 network tv
[9] " 65,010 " "
[10] " 390,015 " "
[11] " 32,902 " "
[12] " 458,190 " "
[13] " 4,258,105 " "

Sources: Magazine expenditures: Publishers Information Bureau; newspaper expenditures: Bureau of Advertising, ANPA; network television expenditures: LNA-BAR.

Basis for inclusion is the expenditure of $25,000 or more in any one medium in 1960. Newspaper expenditures under $25,000 are not available, and magazine expenditures under $25,000 are omitted here.

Chrysler Names Wardrip to New Sales Promotion Post

Chrysler Corp. has named Lee Wardrip manager of sales promotion for the automotive sales group, a new position. Mr. Wardrip, who joined the general sales staff of the corporation last June, will report to F. E. Cogsdill, director of corporate marketing services. Mr. Wardrip came to Chrysler from the Detroit office of J. Walter Thompson Co., where he was manager of sales promotion-merchandising on the Ford account. His duties at Chrysler will include planning and administering corporate retail sales promotion programs involving all car lines, and coordination of divisional sales promotion activities.

Sales promotion was a function of corporate advertising at Chrysler until about a year ago, when it was split off. Since then, the passenger car divisions have handled the bulk of the sales promotion directly.

AFA Elects Acree, Buntin in Third, Seventh Districts

Edward Acree, vp of Cargill, Wilson & Acree, Charlotte, N. C., has been elected governor of the third district of the Advertising Federation of America. Other officers are William B. Houck, Roanoke, lt. gov.; J. Russell McElwee, Charlotte, secretary; and Joseph P. Fountain Jr., Charlotte, treasurer.

Thomas C. Buntin, vp, Buntin & Associates, Nashville, has been elected governor of the seventh district, AFA. Other officers are Wilbert Kurtz, Atlanta, 1st lt. gov.; C. A. Rogers, New Orleans, 2nd lt. gov.; Bob Walton, Columbus, Ga., 3rd lt. gov.; Joe Howell, Jackson, Miss., secretary; and Martin Johnson, Mobile, historian.

'Technique of Television Production' Published

"Technique of Television Production" by Gerald Millerson, a tv technical adviser in Britain, has been published by Hastings House Publishers, New York. The book deals with creative aspects of television production.

The author has included a perusal of the studio, camera, picture control, camera control, tv lighting, settings, make-up, film reproduction, visual and aural effects and editing, among other topics. About 1,150 diagrams, plus numerous tables, provide visual presentation of the mechanical steps outlined. The book sells for $10.

WTHI Appoints Three

Joe Higgins has resigned as vp and general manager of WTHI, Terre Haute, Ind., to accept the post of vp and general manager of WIBC-TV, Indianapolis. As a result, WTHI has announced the following promotions: Ben Falber Jr., formerly director of radio-tv operations, named vp and director of operations; George Foulkes, previously general sales manager, appointed vp in charge of sales, and Russ Arnold, formerly chief engineer and director of facilities, named vp in charge of facilities.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

The Modern Hospital

in 1962, subscribers to THE MODERN HOSPITAL will spend 9,564,800,000 HOSPITAL DOLLARS

THAT'S 85.4% of total expenditures of the nation's hospitals, in hospitals where the key buying people are reached by fully-paid, inducement-free subscriptions to the market's primary medium—THE MODERN HOSPITAL.

BY A SIGNIFICANT MARGIN, key hospital buyers say they're more likely to see your advertising in THE MODERN HOSPITAL than in any comparable magazine.

THIS FOLLOWS LOGICALLY from the fact that THE MODERN HOSPITAL provides most of the best in the hospital literature *first*. And *this* follows logically from the independence and editorial competence of THE MODERN HOSPITAL, its freedom to report fully, its ability to explore authoritatively and without bias what is important to its readers.

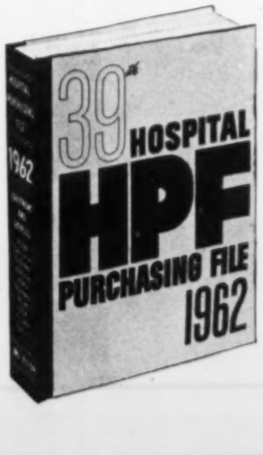
AN EXCELLENT MAGAZINE becomes a powerful advertising medium when its readers are interested in the physical things with which ideas are implemented—and when it supplies in outstanding measure information on those physical things. THE MODERN HOSPITAL adds to the excellence of its editorial treatment of ideas a generous portion of information on products: a strong editorial reporting service on new products, plus by far the largest total advertising volume in the market—more than twice as many advertising pages per issue as any comparable magazine.

Here's the 1961 advertising record through October:

THE MODERN HOSPITAL (10 issues)	1465 pages
Hospitals (20 issues)	1259 pages
Hospital Management (10 issues)	517 pages

THE MODERN HOSPITAL
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company



HOSPITALS COME HERE TO BUY

your catalog filed here will
help them buy from you

Since 1919 HOSPITAL PURCHASING FILE has been the standard source of buying information for hospital administrators, purchasing officers and using department heads—a unified, well indexed file of product information, distributed to every worthwhile hospital, retained for reference when products are being considered and purchases made. Plan now to have your products fully catalogued in the 1963 Edition—now in preparation. Ask now for full details, proof of use.

HOSPITAL PURCHASING FILE • 1050 Merchandise Mart, Chicago 54.

'World' Changes Format

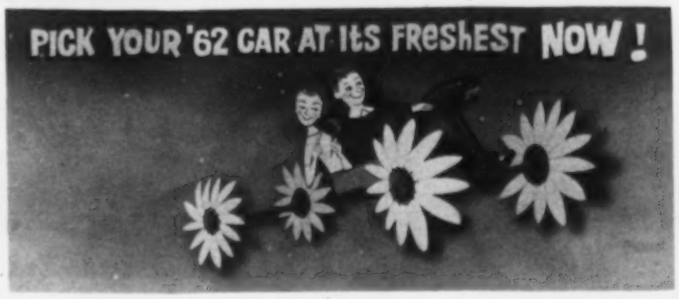
World, Washington, new national weekly which bowed Oct. 12, has changed from tabloid size to 8½x11" page size with its Nov. 16 issue, which carried advertising for the first time. One-time page rate is $915 for b&w; black plus one color is $1,170.

Obermeyer Joins Rich

Earl J. Obermeyer, formerly of Sullivan, Stauffer, Colwell & Bayles, New York, has joined Rich Advertising Co., Buffalo, as an account executive. Before joining Sullivan, Stauffer in 1959, he was advertising and sales promotion manager of Wildroot Co.

U.S. STEEL SPONSORING
TWO COLOR TV SPECIALS

This season, U.S. Steel will repeat its record-audience Color special, "The Coming of Christ," and add an Easter sequel titled "He Is Risen." The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900.


PICK YOUR '62 CAR AT ItS FReShEST NOW!

CAR PROMOTION—*This is one of the posters which the Outdoor Advertising Assn. of America will start using in 1,000 markets in January to support the market for 1962 automobiles and trucks.*

Agencies Must Turn to Public Ownership, Cost Accounting to Improve Profits: Rubel

New York, Nov. 21—The bigger agencies will have to operate more and more like big business in the future in order to maintain or improve profits. This will include careful accounting of costs and more and more public ownership of agencies.

This is the opinion of Ira W. Rubel, senior partner, Rubel, Rich & Humphrey, Chicago. Mr. Rubel spoke here at a two-day advertising agency management workshop sponsored by New York University's office of special services to business and industry.

Cooperating with NYU on the workshop were Mr. Rubel's accounting company and Arthur Andersen & Co.

Mr. Rubel said very large advertising agencies are no longer personal businesses, even though they perform personal services. An agency billing $50,000,000 or more will have from 500 to 5,000 employes. This is a big business requiring substantial capital, he said.

■ Key executives in agencies seek the same opportunities that executives seek in other businesses, he continued. Among them is the possibility of capital gain with its special tax advantage.

The price of equity ownership in an agency has long been undervalued, Mr. Rubel stated. Public ownership will result in the doubling or quadrupling the value of agency's capital stock and will permit more rapid expansion and the development of an international business, which is a requisite for many agencies today.

He said public ownership will provide for a simpler method of the transfer of ownership interests as key agency executives retire from the business.

Public ownership will only be available to the large agencies where the diversification of its own personnel and clients' accounts is sufficient to minimize risks, he added. #

Time-Life Broadcast Makes German TV Production Deal

Time-Life Broadcast and M. DuMont Schauberg, a German publishing company, have formed a tv program production concern in Cologne. The new company, DuMont-Time Fernseh-Programmgesellschaft GmbH, will produce film and live German-language programs for German-speaking countries. Sig Michelson, vp of Time-Life Broadcast, is on the company's board, along with John R. Snedaker, general manager of Time-Life International, London; and Alfred Neven DuMont and Ernst Bruecher, who head the Germany publishing company.

Macfadden Appoints Three

Macfadden Publications, New York, has made three appointments for its paperback publishing and distribution division. Joseph Bianco, formerly central division single-copy sales manager, has been named sales manager of the paperback unit. Ray King, previously with Gould-National, Easthampton, Mass., has been appointed assistant sales manager. Larry Adler, who joined Macfadden last May, has been named promotion manager.

FOR SALE
IOWA
ILLINOIS

Third largest market in IOWA-ILLINOIS
(ROCK ISLAND, MOLINE, EAST MOLINE ILLINOIS, ● DAVENPORT, IOWA)
$591,548,000
worth of QUAD-CITY buying power

Buying power has moved up BIG in the Quad-Cities - third largest market in Iowa-Illinois. Quad-City hometown newspapers put you in touch with 100% of the 84,500 modern households . . . 272,400 people. This massive coverage delivers with it the time-tested impact it takes to sell the goods. Make the BIG buy the economical way - with Quad-City Newspapers. Total daily circulation in excess of 109,000.

DEFINITION	POPULATION ESTIMATES 1/1/61				RETAIL SALES - ESTIMATES 1960			
QUAD CITIES (Davenport-Rock Island and Moline-East Moline area	Total (thous.)	House-holds (thous.)	C.S.U. (thous.)	Total E.B.I. ($000)	Total ($000)	Food ($000)	Automotive ($000)	Drug ($000)
	272.4	84.5	93.9	591,548	359,286	79,344	55,783	13,707

Copr. 1961, Sales Management Survey of Buying Power; further reproduction not licensed.

OVER 1/4 MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by Jann & Kelley, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp Co.

Does paying for a business publication increase its value in the purchaser's eyes?

We believe that it does. Fundamentally, payment for any product establishes its worth to the buyer.

McGraw-Hill publications are always sold to subscribers. It just seems to be the most normal and natural way of doing business. Businessmen will pay for something they *want*.

Their payment establishes a very definite contractual relationship. It means our editors must consistently produce publications that are worth the money. If the subscriber finds that the editorial matter doesn't serve his needs, match his job interest, help solve his problems . . . compel his continuing attention . . . it is of no further use to him.

When that happens, he will neither buy the magazine nor read it.

By insisting that our publications be paid for, we accept the challenge of placing our editorial services on the block. Every paid subscriber has the option of deciding the value of this editorial service to himself. For a product or service can only be sold successfully in proportion to the value it provides.

Today more than one million key businessmen pay to read McGraw-Hill publications. These are men with buying influence . . . who are literally paying to reach you when you advertise in McGraw-Hill publications.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

The very act of paying for a thing increases its value in the purchaser's eyes. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

Retailers' Yule Prospects Brighter, BofA Report Shows

NEW YORK, Nov. 21—Nearly 37% of U. S. and Canadian retailers expect to raise their Christmas advertising budgets this year. Some 55% will keep outlays at the 1960 level, and the rest—7.6%—think they'll trim their ad expenses.

About 74% look to boost their Christmas sales an average of 8% over 1960; 20.6% estimate their sales will remain at status quo; 4.6% anticipate sales declines averaging 10%.

These were the findings of a survey by the Bureau of Advertising, American Newspaper Publishers Assn. The annual study, BofA's eighth, tapped 301 retailers, covering 134 markets in 40 states and three Canadian provinces. There were 24 different store types in the group.

The current picture is optimistic, compared with that of a year ago, according to Mark R. Arnold, manager of BofA's retail and classified division. Last year, only 57% of the merchants thought Yule sales would rise.

The 1961 profit picture is another story. BofA said 54% of the retailers expect an average earnings increase of 5%; 26% think profits will maintain current levels; 10% believe profits will drop an average of 10%. #

'La Presse' Offers Rate

La Presse, Montreal, French language newspaper, is offering combined rates for *La Presse* (Saturday) and *La Patrie* (Sunday) rotogravure sections on its new rate card. The general rate remains at $1.25 a line.

Blum Opens Offices

Donald R. Blum, formerly editor of *Buyers Purchasing Digest*, Cleveland, has opened his own industrial agency, Bard & Associates, R.D. 5, Box 189, Chardon, O.

MAN GOING PLACES
Join these successful dealers
RUSH THIS COUPON TODAY
Duraclean Company
Flower Fresh Cleaning
For Carpets and Furniture

AWAY WE GO—*Fifteen magazines will carry this franchise ad in January for Duraclean Co., Deerfield, Ill. Houston Advertising, Skokie, Ill., is the agency.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending Oct. 1, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Standard Brands (CBS, MBS, NBC)	435	214,339
2	Liggett & Myers (CBS, MBS, NBC)	314	157,213
3	Chevrolet-General Motors (CBS, NBC)	220	140,196
4	Bristol-Myers (Four Nets)	239	138,120
5	Pharmaco Inc. (ABC, CBS, MBS)	328	136,351
6	R. J. Reynolds (Four Nets)	268	103,812
7	Campbell Soup Co. (ABC, NBC)	196	96,934
8	Metropolitan Life Insurance (NBC)	133	81,551
9	Minnesota Mining & Mfg. (MBS)	207	74,828
10	Mennen Co. (ABC, CBS, MBS)	207	72,149
11	Sterling Drug (MBS, NBC)	120	48,861
12	Ex-Lax Inc. (Four Nets)	103	44,551
13	Grove Division Bristol-Myers (CBS)	54	38,870
14	Midas Inc. (CBS, NBC)	63	38,476
15	Hudson Vitamin Products (ABC, MBS)	130	37,232
16	Automotive-American Motors (NBC)	80	36,449
17	Martin, Jeffrey Labs. (MBS)	123	32,237
18	Foster-Milburn Co. (ABC, CBS, NBC)	40	28,286
19	Wynn Oil Co. (ABC)	64	22,503
20	Sinclair Refining Co. (MBS, NBC)	71	17,904

Commercial Minutes

Rank	Advertiser	No. Comm'l Min. Aired	Total Comm'l Min. Del'd (000)
1	Standard Brands (CBS, MBS, NBC)	326	150,183
2	Chevrolet-General Motors (CBS, NBC)	201	121,122
3	Liggett & Myers (CBS, MBS, NBC)	240	112,518
4	Pharmaco Inc. (ABC, CBS, MBS)	248	96,793
5	Bristol-Myers (Four Nets)	138	80,663
6	Metropolitan Life Insurance (NBC)	113	65,022
7	R. J. Reynolds (Four Nets)	162	58,771
8	Mennen Co. (ABC, CBS, MBS)	168	57,037
9	Campbell Soup Co. (ABC, NBC)	105	48,844
10	Minnesota Mining & Mfg. (MBS)	163	48,608
11	Sterling Drug (MBS, NBC)	113	39,901
12	Grove Division Bristol-Myers (CBS)	39	26,328
13	Ex-Lax Inc. (Four Nets)	61	26,110
14	Automotive-American Motors (NBC)	60	25,823
15	Oldsmobile-General Motors (CBS)	43	25,534
16	Midas Inc. (CBS, NBC)	43	25,505
17	Hudson Vitamin Products (ABC, MBS)	88	24,775
18	Foster-Milburn Co. (ABC, CBS, NBC)	35	23,173
19	Bankers Life & Casualty (ABC)	49	21,744
20	Martin, Jeffrey Labs. (MBS)	85	18,766

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Helene Curtis Names Shukur

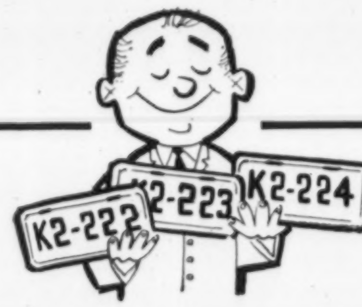
Edward K. Shukur has been appointed to the new post of director of marketing of Helene Curtis Internacional S.A., a subsidiary of Helene Curtis Industries, Chicago. Mr. Shukur, formerly director of product management of the Curtis products division, will make his headquarters in Chicago.

Fremantle Boosts Lapthorne

Bob Lapthorne has been named far eastern sales manager of Fremantle International Inc., New York. Formerly with Screen Gems of Canada, Mr. Lapthorne joined the television film organization nearly two years ago to handle sales in Australia, New Zealand and the Philippines.

INDUSTRIES DON'T BUY!*

*PEOPLE BUY



WAVE-TV viewers buy 28.8% more AUTOMOBILES

—and 28.8% more tires, batteries, anti-freeze and supplies, of course!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

UNGUENTINE
FIRST-AID
SPRAY
PAIN EXTINGUISHER
CUTS
SCRAPES
SCRATCHES
BURNS
SUNBURN
Norwich Pharmacal Co.
Norwich, New York
CLOPAY
WINDOW SHADE CENTER

WINNERS—*Norwich Pharmacal Co., Norwich, N. Y., and Clopay Corp., Cincinnati, won top awards in the 25th annual packaging competition sponsored by Variety Store Merchandiser. The award for the best package of the year was given to Norwich for its Ungentine first aid spray, and the best point of purchase merchandiser award was presented to Clopay for its "sell-o-matic" window shade display units.*

Bell & Howell Sets Direct Mail Unit

CHICAGO, Nov. 21—Bell & Howell Co., camera manufacturer, has established a subsidiary to develop mail order sales programs for certain B&H products, plus products from other manufacturers.

Maxwell H. Sroge, president of the subsidiary—Robert Maxwell Co.—said it will offer the direct mail package to owners of lists of credit customers. The program has been tested for two years by Sloan-Ashland Co., which will continue to develop mail order programs for some Bell & Howell lines.

Mr. Sroge, formerly director of product planning for B&H, said Robert Maxwell Co. will appoint an agency within a few weeks. It will not be McCann-Erickson (the Bell & Howell agency), he said, but one specializing in direct mail promotions.

He did not indicate what other products will be sold through the company, but said they would be primarily hard goods.

"We believe that mail order merchandising techniques now developed will be equally applicable to other lines of high quality consumer products," he said. "Our experience has shown that these need not be low-price or impulse purchase products, as it is often assumed." #

Mutual Adds Three Stations

WINZ, Miami, and WINQ, Tampa, both former independents owned by Rand Broadcasting Co., have joined Mutual Broadcasting System. WINQ will replace WHBO as Mutual's affiliate in Tampa, Feb. 19. KHJ, Los Angeles, will rejoin Mutual effective in January, replacing KPOL as its Los Angeles affiliate. KHJ, which first joined Mutual in July, 1936, has been an independent since it left the network in August, 1959.

Houck Adds Account

American Electric Power Co., New York, has appointed Houck & Co., Roanoke, Va., to handle its 1962 electric clothes dryer campaign. The campaign will use newspapers, outdoor posters, television and radio.

Hastings Buys CBS Sports

Hastings Mfg. Co., Hastings, Mich., has signed as co-sponsor of CBS Radio's six-nights-per-week "It's Sports Time." The buy was made by Bozell & Jacobs on behalf of Casite Additives. Alternate sponsor is R. J. Reynolds Tobacco Co.

YOU ASKED FOR IT . . .
A *simple* RATE CARD

Here It Is! →

CALL-CHRONICLE NEWSPAPERS
Allentown, Penna.
GENERAL LINE RATE 36c
A.M. & P.M. — P.M. & Sunday
105,682 ABC
VOLUME DISCOUNTS

Lines Year	Dis.	Rate			
Open		.36	25000	9%	.328
2500	1%	.356	50000	11%	.320
5000	3%	.349	75000	12%	.317
10000	5%	.342	100000	13%	.313
15000	7%	.335	150000	15%	.306
			200000	16%	.302

Full Page Credit 4%
Add 1% — 5-day leeway on color
COLOR RATE — Flat
1 & Black $125 2 & Black $225
3 & Black $300
Single rate A.M. 30c, P.M. 14c, Sun. 30c
Maximil $3.33 — Minimil $2.79

This 2'' x 2'' Space Covers
All the Essential Elements
of the
New General Rate Structure
of the
CALL-CHRONICLE NEWSPAPERS
Allentown, Pa.
Lehigh Valley's Most Dominant Media

• THE MORNING CALL • EVENING CHRONICLE
• SUNDAY CALL-CHRONICLE

National Representatives • Story, Brooks and Finley, Inc.

23 MAJOR COMPANIES RENEWING COLOR TV SPONSORSHIP

23 major advertisers who sponsored Color TV in 1956 are buying it again in 1961. One more proof that Color delivers the prospects. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

PEOPLE BUY!

...SPECIALIZED PEOPLE, LIKE ENERGY SYSTEMS ENGINEERS

In all industries, **energy systems engineers** design and manage electrical, steam, liquid-handling, compressed-gas refrigeration and air conditioning systems. They are the "pros" who specify and select equipment for these systems - their professional magazine is **POWER !**

When you tell your product story in **POWER,** you sell these key buying influences in all industries . . . directly and economically.

the magazine of energy sytems engineering **Power**
330 WEST 42nd STREET, NEW YORK 36, N.Y. A McGRAW-HILL PUBLICATION ABP ABC

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

U.S. Must Show Respect to Gain World's Respect

To the Editor: With his proposal of forming a World Affairs Department as an organized U.S. government effort "to sell and advertise America to the world" (AA, Oct. 23), Charles H. Brower follows the fine spadework done by Henry Mayers and the efforts of the Cold War Council, which grew out of Mr. Mayers' penetrating analysis of U.S. information and propaganda activities which ADVERTISING AGE featured in its March 20 issue. The Messrs. Mayers and Brower should pool their ideas and efforts.

One would hope, however, that such efforts are not going to embody Mr. Brower's way of dealing with people he happens to disagree with. To say that the views of such well-known critics of advertising as Arthur Schlesinger Jr., John Kenneth Galbraith, Dr. Arnold Toynbee, Alvin H. Hansen and Arthur Miller, present "economic stupidity" that is not even worth discussing is the kind of assumed superiority some American business men (too many, it would seem) arrogate to themselves in their overseas activities and relationships.

His accusation that these critics "are attempting to dismantle our only possible propaganda apparatus" holds as little water as would the challenge that Mr. Brower's criticism undermines the effectiveness of the Messrs. Schlesinger and Galbraith in their respective government positions.

The irreplaceable basis for fruitful human relationships is respect: The U.S. cannot get the respect of the peoples of the world unless the American attitude is one of respect for them.

On balance, it is at least doubtful that respect for the buyer has characterized American advertising performance. To be effective, American selling and advertising performance abroad must demonstrate why our economic system of competitive enterprise has served the American people so well. It must tell them that this system is the product of the American revolution and of the by far most successful concept of self-government known to man that this revolution created. And the message must be delivered with the positive conviction that this is a fine and noble thing, free from the cynicism with which Mr. Brower encumbers his fundamentally excellent proposal.

Erwin H. Klaus,
Senior Consultant, Ernest L. Loen & Associates, Fresno.

•

He Keeps Same Anti-Freeze, Adds Own Rust Inhibitor

To the Editor: We're much bemused by the current anti-freeze battle, especially between the boys who used to call theirs "permanent" (ethylene glycol), against the new ones, that are *really* permanent. Apparently there *are* degrees of permanency.

'sfunny thing, but we've been using "permanent" anti-freeze for years. In spite of all the weasel-worded double-talk by automobile manufacturers and purveyors of ethylene glycol, underneath it all they will agree that the only component that loses its effectiveness is the rust inhibitor. All right, so we just add a little rust inhibitor every Fourth of July or Christmas, and let it go at that. Top with water, as needed.

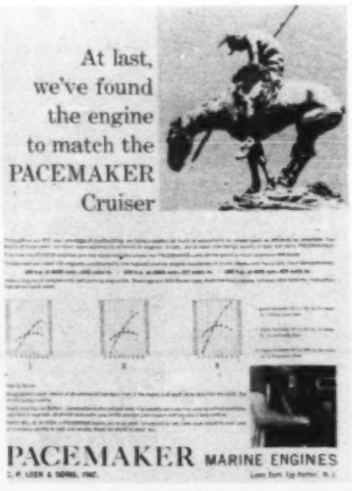
We know this is heresy, and will meet with violent denial by the anti-freezers. But until someone can convince us that the ability of ethylene glycol to lower the freezing point of water diminishes with time, we refuse to see the sense of throwing out one batch merely to substitute another. Sly television suggestions to "refer to the car maker's manual" don't impress us one whit.

Lucien R. Greif,
Greif Associates, New York.

• • •

Honest Injun . . .

To the Editor: I spotted this ad this morning, and am sending it along as a baffling example of, "What does this illustration have to do with the rest of the ad?"


At last, we've found the engine to match the PACEMAKER Cruiser

PACEMAKER MARINE ENGINES

It almost looks as if someone stuck an editorial photo in the corner of their ad. If this Injun at the end of the trail, on his pooped paint, is the engine that matches the Pacemaker . . . well, it must not be much of a pacemaker!

Bob Westenberg,
Assistant Advertising Manager, Canvas Products Corp., Fond du Lac, Wis.

• • •

Direct Mail Discovery; Leave Out the Sales Pitch

To the Editor: I may have discovered the most effective direct mail campaign ever devised!

I sent out 26 letters to art studios offering my free-lance writing services. However, I neglected to put anything *in* two of the envelopes. Receiving the mysterious envelope, both art studios called me immediately. They shyly asked me if I would mind telling them what was to have gone inside. While apologizing profusely for my slipshod secretarial methods, I managed to secure appointments with each!

The best "copy" approach yet!

Arlene Gilbert,
New York.

• • •

He Pays Tribute to Flack for His Priceless Humanity

To the Editor: It has been said that many a man has cut his throat with his own tongue—Gene Flack was the exception. Although he probably made hundreds of talks a year, after hearing him, you couldn't help but be in a better frame of mind.

Do you remember the first time you saw and heard Gene? Six foot four, *all man*, would walk toward the speaker's rostrum, he would put his fingers to his mouth and out would come a shrill whistle, then he would throw handfuls of cigars to his appreciative audience. Finally, he would start to spread, as he would call it, "his sunshine." His big voice would literally boom out at you, relating the latest, topical joke, never at someone's expense or, for that matter, never even in a satirical vein, just honest-to-goodness humor, followed, of course, by his subject for the day. These were some of his trademarks.

But that was just the "frosting." I knew a Gene who wasn't too busy when I needed his help, to meet me at his club to give me down-to-earth counsel and very definite assistance. Mind you, I wasn't a close friend, just a little more than an acquaintance.

When his death was published in the papers, I'll bet every friend smiled in memory of his personal pleasant recollection of this big man of stature.

Gene had that priceless quality of human spirit by which one heart is light, gay and strong enough to lift the heart of another. In behalf of the numerous people you have helped, as well as myself, we say "Thank you, Gene."

Arthur Cohn Jr.,
New York, N. Y.

• • •

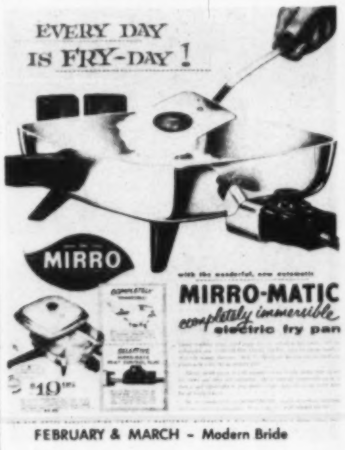
Stereotyped Letters on Ad Ideas Irk Him

To the Editor: There seems to be a prevalence of stereotyped letters to the editor of late, two of these types being particularly annoying to me:

1. The Migod-isn't-it-awful class, wherein the writer complains about a specific ad. Often, the cause of the objection must be ascribed to some peculiar idiosyncrasy of the writer. Example: Murray Gelman's letter scorning the ABC "noses for news" ad (AA, Nov. 6), implying that the proboscis of homo sap is not only distasteful but downright vulgar, especially when, Rorschach-like, he can see sex in it. Perhaps it's all in the eye of the beholder.

At any rate, after the recitation of the chant about "advertising we can do without," what is accomplished? Nil. The creators of the ad may (if they read the letter) retort, "Go to hell, Charlie," and the futility is complete. There is a definite need for *constructive* criticism, but the interpretations of that term certainly vary, don't they?

2. The Look-Herman-they-stole our-idea class, complete with gentle chiding, subtle innuendo, or righteous indignation. Example: Joan Rockwell's letter (AA, Nov. 6), claiming that the Toastmaster ad's "Every Day Is Fry-Day" line was originally used by them for Peet Packing 'way back in January, 1959. Well, attached is a stat of an ad for our Mirro-Matic electric fry pan, prepared by Cramer-Krasselt of Milwaukee, and run in *Modern Bride*, February-March, 1957, plus numerous other women's magazines, plus numerous dealer tie-in ads.


EVERY DAY IS FRY-DAY!
MIRRO
with the wonderful, new automatic
MIRRO-MATIC
completely immersible electric fry pan
$19

FEBRUARY & MARCH - Modern Bride

Understand, *I'm* not throwing stones . . . I live in that same damn glass ranch! But these writers seemingly refuse to admit that this is just part of the game, conscious or subconscious . . . and so what, anyway?

Wayne R. Van Dien,
Mirro Aluminum Co., Manitowoc, Wis.

• • •

Banning of WCTU Poster Sickens Him

To the Editor: Re story, Page 10, Nov. 6 issue. There are times when the advertising business and so-called democracy leave me slightly ill. The Naegele story is a case in point.

I hate WCTU types whom I consider busybodies. I do not drink

U.S.News & World Report

"On target" advertising

Highest concentration of buying power

	FAMILY INCOME		
	$7,500 or more	$10,000 or more	$15,000 or more
"USN&WR"	75%	58%	32%
Time	61%	41%	19%
Newsweek	69%	49%	27%

Source: Latest available information from each magazine.

Get the facts. Weigh the research. Compare.
For full details, call our advertising office at
Prudential Plaza, Chicago 1, Illinois.
WHitehall 4-2707

U.S.NEWS & WORLD REPORT

Useful News for Important People

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

Modern Retailer

The Discounters' National Weekly Newspaper

Serving the $5 Billion Discount (Dept. Store) Market

2nd

2nd class mailing permit

The *only* publication serving the discount market with 2nd class mailing privileges.

Your assurance of first class 100% paid circulation.

MODERN RETAILER is a must for all manufacturers selling to the multi-billion dollar discount market.

MODERN RETAILER offers the largest guaranteed paid circulation in the field.

MODERN RETAILER delivers responsive circulation to every Discount Department Store, Self-Service Department Store and Non-Foods Managers of Food Supermarkets, Automotive, Drug, Hardware, Variety Chains and Department Stores.

MODERN RETAILER reaches all 3-Ownership operators, Leased Department operators, Merchandise buyers and managers.

MODERN RETAILER leads in frequency, advertising, readership and results.

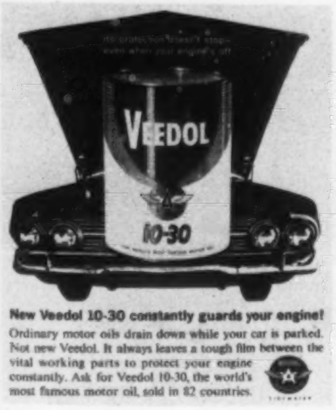
You owe it to yourself to learn the "Modern Retailer" Story.

modern retailer

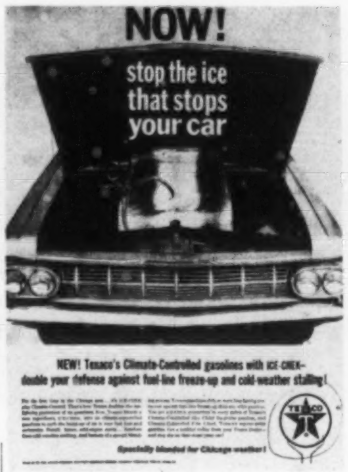
99 Chauncy St., Boston 11, Mass. HAncock 6-2704

ADVERTISING AND SALES OFFICES:

New York City:	10 West 33rd St.	LAckawanna 4-5024
Los Angeles:	1901 W. 8th St.	HUbbard 3-6211
San Francisco:	85 Post St.	GArfield 1-7950

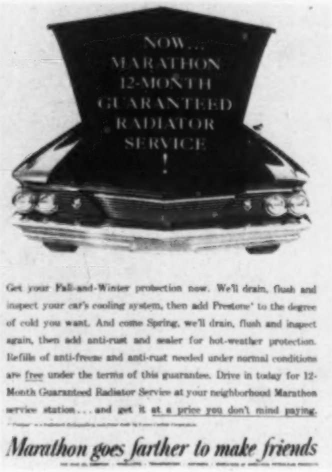


New Veedol 10-30 constantly guards your engine!
Ordinary motor oils drain down while your car is parked. Not new Veedol. It always leaves a tough film between the vital working parts to protect your engine constantly. Ask for Veedol 10-30, the world's most famous motor oil, sold in 82 countries.



NEW! Texaco's Climate-Controlled gasolines with ICE-CHEK—double your defense against fuel-line freeze-up and cold-weather stalling!

Specially blended for Chicago weather!



Get your Fall-and-Winter protection now. We'll drain, flush and inspect your car's cooling system, then add Prestone* to the degree of cold you want. And come Spring, we'll drain, flush and inspect again, then add anti-rust and sealer for hot-weather protection. Refills of anti-freeze and anti-rust needed under normal conditions are free under the terms of this guarantee. Drive in today for 12-Month Guaranteed Radiator Service at your neighborhood Marathon service station... and get it at a price you don't mind paying.

Marathon goes farther to make friends

Case of the Yawning Hood

To the Editor: You just can't keep a good idea down. And here's proof.

The Marathon anti-freeze advertisement ran first—in October, 1960. It appeared in the *Post*. The Veedol ad appeared the following spring, in April, 1961. The Texaco Ice-chek ad appeared this October (1961) in the Midwest newspapers.

Well, as I said, you just can't keep a good idea down.

Donald Russell,
Wayne, Pa.

---

very much but consider drinking or not drinking a personal matter. I have no axe to grind.

But it sickens me that a group of big breweries can cause Naegele to crawl. I thought our famous North American democracy was based on freedom of speech—which includes billboards for those who can afford to use them. So Naegele was "trapped." How awful! So he bans WCTU because the big boys got mad at him. And calls their message "obscene." Ah, semantics, what sins are committed in thy name!

I must close—I feel regurgitation coming on.

A. G. Wynne Field,
Editor, *General's Review*, Toronto.

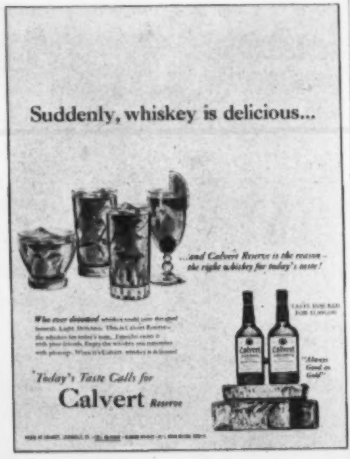
• • •

Suddenly, He Discovers He's Drinking Something Delicious

To the Editor: Re the attached ad [from the September *Package Store Management*] for Calvert Reserve, it is a revelation to learn that "Suddenly, whisky is delicious . . ."

For years I am sure many of us misguided souls have been imbibing for medicinal purposes. It is nice to know that now our drinks can be delicious as well.

Granted, some people drink the stuff for the sole purpose of getting smashed, but since the distillery industry has for so many years promoted social drinking and the delightful taste of the many brands, it seems absurd to take this approach.


Suddenly, whiskey is delicious...
...and Calvert Reserve is the reason—the right whiskey for today's taste!
"Always Good as Gold"
Today's Taste Calls for Calvert Reserve

In conclusion, may I ask what has been done to Calvert Reserve to make it so "suddenly delicious"?

Barksdale F. Roberts,
Vice-President, Mullican Co., Louisville.

He Sings Praises of AA's Library Staff

To the Editor: We've often had occasion to think that the ADVERTISING AGE library and its competent staff are among AA's unsung assets.

The helpful services received from Mrs. Elizabeth Graham, Mrs. Annia Hart, and Sally Long have aided us many times—solved many of our problems.

They're tops—these gals—and we are grateful to them and your fine publication for their assistance.

Ralph J. Burge,
Geyer, Morey Madden & Ballard, Chicago.

• • •

Seidner Mayonnaise Not Widely Sold in New England

To the Editor: We at Otto Seidner Inc. were delighted to read in your Nov. 6 issue the fine article you wrote about the remarkably successful summer campaign for Seidner potato salad (in the vacuum-sealed jar) planned and executed by Hockaday Associates.

May I correct you on one statement, however. Seidner mayonnaise is not the "best distributed" mayonnaise brand in New England in the sense of most widely distributed. Only in certain areas of New England would that statement be accurate. Perhaps your reporter was thinking of our potato salad and instead wrote mayonnaise.

Arnold Seidner,
Executive Vice-President, Otto Seidner Inc., Westerly, R. I.

Head Misleads on Who Heads Cadillac Account at Agency

To the Editor: In handling the Cadillac story (AA, Nov. 6), the copy desk skidded slightly with the head: Moore to Head Cadillac Account at MacManus Shop.

As the story stated correctly, Bob Field becomes account supervisor, while Pete Moore occupies the account executive slot.

And as long as I am in a meticulous mood, the Cadillac account actually is headed by exec vp Charles F. Adams, who skippers the group.

Frank T. Skinner,
Vice-President, MacManus, John & Adams, Bloomfield Hills, Mich.

Head writer hangs his in shame.

• • •

Connable Didn't Leave Agency Business; He Stopped Soloing

To the Editor: Just so various clients, publishers, space reps and former associates won't have any permanent wrong ideas, would you mind running a correction to your Nov. 6 item about Micrometrical Mfg. Co.'s change of agency?

Carl Connable Advertising, Ann Arbor, handled that account (and several others) for more than 11 years, but your statement about my leaving the agency business is premature. I merely decided I'd rather play in a combo than be a one-man band, and closed my own agency in June to join Charles N. Graff & Associates, a thriving and growing industrial ad agency in Olean, N. Y.

Carl Connable,
Charles N. Graff & Associates, Olean, N. Y.

71% INCREASE
IN NIGHTTIME COLOR PROGRAMMING

Reflecting the dynamic growth of Color TV, nighttime programming increased from 476 hours in 1960 to 815 in 1961. The big breakthrough in Color TV is here. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

KLZ of Denver... Salutes...
A Radio-Active Business Executive

DR. MEL S. HATTWICK
Adv. Director Continental Oil

As Continental Oil Company's Advertising Director, Dr. Mel S. Hattwick is the man behind Conoco's "Hottest Brand Going" advertising... seen, heard, and well-remembered throughout middle America. He also serves as Director of both the Advertising Federation of America and the Association of National Advertisers, writes books (latest: "The New Psychology of Selling"), and plays a mean jazzpiano.

"Good music (but not the kind I play!) plus good selling can be effectively blended for good results... as they are in KLZ's evening Musicale which we sponsor," says Dr. Hattwick.

Let KLZ Radio pre-sell your products, too, in the rich Denver Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

SERVICE
ONE-WORD REASON WHY AGENCIES CALL ON US!

LAKE SHORE
ELECTROTYPE
DIVISION

ELECTROGRAPHIC CORPORATION
812 WEST VAN BUREN STREET · CHICAGO 7 · HAYMARKET 1-1000
REILLYTYPES • SUPER BISTA PREMADEREADY MATS • 3 M PREMADEREADY ELECTROTYPES • PLASTIC PLATES • PHENOLIC PLASTIC PLATES • COMPLETE DEALER MAT SERVICE • 24 HOUR REPRINT SERVICE

Known for resultful shooting

Wilding tv

CHICAGO ● DETROIT ● HOLLYWOOD

'Gimmicks' Peril Newspaper Rate Structure: Grey

New York, Nov. 21—The disparity between newspapers' national and retail rates, and the "confusing" multiplicity of discount plans offered by the medium, have been given the once-over in the November issue of "Grey Matter," newsletter of Grey Advertising.

The publication said the national-retail gap has "long been a burr under the national advertiser's saddle," and the "emergence of new, powerful media and the resurgence of long-established, competitive media have intensified this irritation." Grey's media analysts, said the newsletter, have found an "increasing" number of "gimmicks" used by newspapers which, in time, "may endanger their entire rate structures."

"We applaud the motives but deplore the means which dailies have employed to cure 'chronic' rate complaints," it said. The lengthy Grey outline, termed a "constructive discussion" rather than a "diatribe," also broke several months' lull in the newspaper industry which was rocked last spring by a series of charges that a "great rate jungle" had been produced by a rash of discounts.

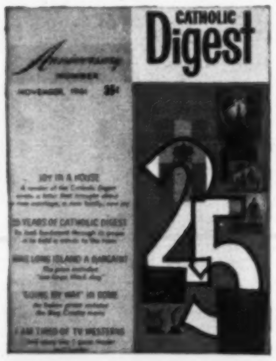
■ "Grey Matter" said these discount gimmicks are helping the jungle proliferate:

- Hookers. A group of equal-size boxes, each one-column wide, around a national ad, with each box carrying a dealer listing. "This is a strategem—not new—for either paying somewhat less for the ad in its original size, or getting larger space for the same dollars, or for a moderate increase in cost."
- Listings—only at retail rate. Lower rates for that part of a national ad in which multiple dealer listings appear.
- The "mechanical formula" plan. The size of space or proportion of it devoted to dealer listings makes no difference. "The ad is billed on the basis of a rigid formula: Two parts at the retail rate and one part at national." For example, if a national advertiser's line rate is $1.20, and the local rate for similar linage is 60¢ (commissionable, for the sake of simplicity), as long as two or more dealer listings appear, the entire ad is billed at 80¢ a line.
- The "Los Angeles" plan. A "contrivance," according to "Grey Matter," "for lowering national rates while adhering to the letter of the rate card." The plan was "invented" to accommodate tire companies who own some of their own outlets, but who want to list some they don't own in their national copy. "At least 15 major papers offer this plan, with these two variations: The ad is billed at the average of the local and national rates irrespective of the actual national and retail proportions; or dealers listings, which must account for 50% or more of total space, are billed out national while basic crop is billed retail."
- The "round robin." This is a rotation-of-dealers device in which a manufacturer's merchandise is featured along with the name of one dealer. Other dealer ads go in boxes around the main ad, and the prime position gets rotated.
- The "distributor" rate. This is a rate higher than retail, but generally lower than national. "In most cases, there is no way of telling whether money actually comes from the factory or from the distributor himself." "Grey Matter" said this practice is "particularly prevalent" in the appliance industry.
- The "pooled resources" plan. Occurring when a manufacturer runs linage in a specific market over his distributor's logo. The two earn a rate based on their total linage, versus what they earn individually.
- The "association" rate. "Grey Matter" said this system, used in some markets where dealers have formed "associations," may be limited by "the legal restrictions."
- The "hodgepodge." The ad is divided into a series of illustrated products, which go under a banner head and national advertiser's general copy. A dealer's name goes under each item; at the bottom of the ad may be a list of additional dealers. Parts of the ad are billed at national, part at retail.
- "Grey Matter" said the effect of these plans upon the advertiser is "largely dictated by what the newspapers do. After all, it is the medium, not the buyer, that sets its rate structure." It said the devices "complicated" things for the buyer because he wonders whether he's getting a rate as good as his competitor's; he might avoid using newspapers to some extent, and he is forced to plan different ad tactics market-by-market.

"These artifices tend to switch business from the national rate to a less profitable rate—thus losing return per line, without adding additional linage to make up for the loss in income per line." Because of this, said "Grey Matter," newspapers "virtually have lost the tire business and the appliance business on a national basis."

■ The newsletter concluded that there is something "fundamentally illogical" about two different buyers paying different prices for the same merchandise; that newspapers should develop a "happy medium" pricing plan which could be offered to all comers; and that the excessive local-national differentials have caused national advertisers "to wonder about just what newspaper space is really worth."

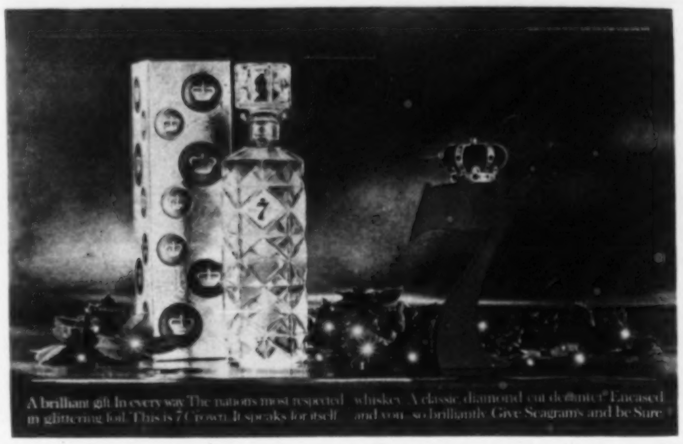
It said the *News & Journal*, Wilmington, which last July inaugurated a plan which equated national and retail linage (and which permitted advertisers to buy space directly) was "the first step," but that its progress, "like all innovations," may be "slow." #



"SPECIAL INTEREST" MAGAZINE OF
AMERICA'S FASTEST-GROWING
FAMILY MARKET

Total Catholic households are growing twice as fast as all others – over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At $1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to *more households*, get all the facts on this special-interest publication.

CATHOLIC DIGEST
Advertising Office
44 E. 53rd St., New York 22, N.Y.
Telephone PLaza 3-0828

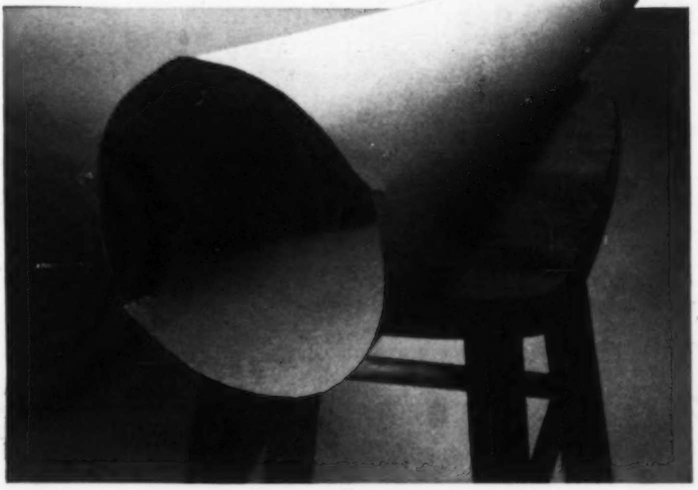

A brilliant gift. In every way. The nation's most respected whiskey. A classic diamond cut decanter. Encased in glittering foil. This is 7 Crown. It speaks for itself and you... so brilliantly. Give Seagram's and be Sure.

TOP SELLER—*The House of Seagram will use this four-color spread in major magazines as the focal point of its massive holiday ad campaign (AA, Nov. 6). Warwick & Legler is the agency.*

Stenta Moves to Rome

Richard Stenta, formerly with CBS Radio, New York, has joined GAC-TV (General Artists Corp.), Rome, where he will coordinate activities on the Continent.

Don't let them
put the Hat on YOU!



Papers unable to interest enough readers to gain market coverage, often resort to tall tales about quality. But they can't fit the conical cap on experienced advertisers whose results prove the Post and Times-Star's worth. They go with this paper as guests in 7 out of every 10 homes; enjoy quality of readership second to none. And we can prove it! Reach this progressive market through the only paper that spends the evening with almost 1,000,000 readers.

7 out of
10 Cincinnatians
read the Cincinnati POST Times-Star

★
Largest Circulation of any Cincinnati Daily
★
Greatest Coverage of Highest Income Groups, as of *all* Groups.
★
43% Read No Other Daily
★
One of the nation's lowest Milline rates
★
The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

National Distillers Okays Takeover of Fertig by Lennen & Newell on Jan. 1

(Continued from Page 1)

move was pointed up by the fact that the announcement came from the distiller. Mr. Lukin said that, "of course," National had had to okay the change. At the same time, L&N president, Adolph Toigo, said his agency was "proud of the confidence placed in us by National Distillers."

Braddock Greene, National's director of marketing, said that "this combination of Fertig advertising and marketing know-how, broadened by the creative, research and other facilities of L&N, gives recognition to the requirements of the liquor market of the future." He added that the industry is now turning from its "growing up" stage of establishing its basic marketing practices and advertising policies "to what we consider as the beginning of a new era."

▪ Except for the *National Review* account, Mr. Fertig's baby, all accounts in the Fertig operation are National Distillers products. They are Old Crow bourbon, Old Sunny Brook, PM whisky, Bond & Lillard, Old Hermitage, Century Club, Old Log Cabin, Old Dover, de Kuyper cordials, Monnet cognac, Merito rum, Jouvet wines, Prefontaines wines, Chapoutier Tavel rose, and Laurent Perrier champagnes.

Mr. Fertig founded his agency in 1922, and with Mr. Lukin has handled National Distillers products since repeal.

Mr. Fertig's move renews L&N's association with National Distillers. In November, 1959, National moved some $1,000,000 in billings from the agency when it awarded all its brands there (Hill & Hill, Bourbon de Luxe, Kentucky Colonel and Cinzano vermouth) to Fletcher Richards, Calkins & Holden. National's advertising was headed at that time by Alynn Shilling, who has since retired.

▪ L&N reported billings of $87,000,000 last year. The agency's last acquisitions came in a bunch between June and September, 1958, when it added Merchandising Factors, San Francisco ($3,500,000 in billings); C. L. Miller Co., New York ($9,000,000); and Buchanan & Co., New York ($8,900,000).

L&N will add some 60 of Fertig's 90-plus staffers. Among key personnel are Henry Bretzfield and Robert E. Wolfe, both account executives, who will become vps at L&N; Leo Begleiter, account executive and Lee Bloomgarden, account executive, who will become creative director of the unit. #

Gasoline Price War Rages in Detroit

DETROIT, Nov. 24—A gasoline price war triggered by the introduction last week of Gulftane (AA, Nov. 20) entered its third round of price cuts, with another cut expected over the weekend. Gulftane, which came on the market here at 24.9¢ per gallon, is down to 22.9¢. Some of the private brands are down to 21.9¢, with major brands reduced to 23.9¢.

Cash Hawley, head of the Michigan Retail Gasoline Dealers Assn., said the situation in Detroit will get worse before it gets better. He said a further cut in gasoline prices probably will come today or tomorrow, and certainly by the first of next week, with independents dropping to 20.9¢.

Gulftane, a third-grade gasoline, was planned to compete for the growing compact car market. Gulftane has a lower octane rating than regular brands. Mr. Hawley said it is "quite unlikely" that any other oil companies would bring out a lower octane gasoline to compete with Gulftane, with the possible exception of Sunoco, which uses a multiple pumping system. He said the cost of converting would be too high for other companies.

▪ Mr. Hawley said Gulf's policy apparently is to meet the private brands head-on. Gulftane's initial price of 24.9¢ was the same as the independents' price last week. The pattern now is for the independents to maintain a 1¢ advantage on Gulftane. #

Rodman Reed, 56, Marsteller Exec, Dies in Auto Crash

PITTSBURGH, Nov. 21—Rodman S. Reed Jr., 56, vice-chairman of Marsteller Inc., died in an automobile accident near his home here yesterday. A founder of Marsteller, Rickard, Gebhardt & Reed, Mr. Reed had served as executive vice-president in charge of the agency's Pittsburgh office since 1951. He was a board member of the Pittsburgh chapter, Assn. of Industrial Advertisers, and of the Pittsburgh council, American Assn. of Advertising Agencies.

Rodman S. Reed Jr.

Mr. Reed joined Equitable Meter Co., now Rockwell Mfg. Co., in 1929, after two years with the New York state highway department. He was appointed advertising manager in 1931, In 1943 he became manager of the McCarty Co.'s Pittsburgh office, one of several predecessors of Marsteller Inc.

A native of Cortland, Pa., Mr. Reed was graduated from Brown University in 1927 as a civil engineer. He was a member of Sigma Nu fraternity and the Cortland Presbyterian Church.

Griswold Joins McCann; Dole Boosts Trundle to Ad Post

Charles G. Trundle has been promoted to director of advertising and merchandising of Dole Corp., San Jose, succeeding Hal F. Griswold, who has resigned to join McCann-Erickson, Los Angeles, as a vp and account supervisor, effective Dec. 1.

Hal Griswold

Charles Trundle

Mr. Trundle, who moves from the post of manager, marketing planning, joined Dole in 1959 as marketing research manager in the sales planning division. Prior to joining Dole as an advertising assistant in 1949, Mr. Griswold operated his own agency in Salinas, Cal.

EWRR Boosts Kelleher

Gerald V. Kelleher, vp and account media director of Erwin Wasey, Ruthrauff & Ryan, Chicago, has been named to the new post of director of marketing.

Last Minute News Flashes

Procter & Gamble Introduces Anti-Dandruff Product

CINCINNATI, Nov. 24—Procter & Gamble next week will introduce Head & Shoulders, a new dandruff control shampoo, in Pittsburgh, Seattle, Des Moines and the Quad Cities. Sunday supplements and tv spots will be used to promote the new product, via Tatham-Laird, Chicago.

Heinz's Venezuelan Account to Publicidad Corpa

NEW YORK, Nov. 24—H. J. Heinz Co. has appointed Publicidad Corpa, the Colman, Prentis & Varley associate agency in Caracas, to handle advertising in Venezuela. Known in that country as Alimentos Heinz, the account was with National Export Advertising Service for about 25 years.

Quash FTC Rehearing on Clorox, P&G Asks Court

WASHINGTON, Nov. 24—Procter & Gamble Co., in a complaint against the Federal Trade Commission filed today in U. S. district court here, asked the court to set aside an order issued by the commission last June in connection with the company's acquisition of Clorox. The acquisition was hit by an FTC complaint in 1957. Last summer (AA, July 3) FTC ruled that the record did not support a hearing examiner's ruling that the step would substantially lessen competition in the household liquid bleach field. But it ordered further hearings, a step now contested by P&G.

Roper Names Tobias, O'Neil; Other Late News

• **George D. Roper Corp.**, Kankakee, Ill., manufacturer of gas ranges, dryers and incinerators, has named Tobias, O'Neil & Gallay, Chicago, as its agency, effective immediately. Roper, which bills an estimated $200,000, had been handled for more than 15 years by E. R. Hollingsworth & Associates, Rockford.

• **Norman W. Rau** has been appointed assistant advertising and promotion manager of the Ralston division of the Ralston-Purina Co., St. Louis. He formerly was at Taylor-Norsworthy, Dallas, as account supervisor. Prior to that he was vp and manager of the Dallas office of Potts-Woodbury.

• **Del Prado**, a leading cigaret brand in Mexico, was introduced into Southern California markets this week via big-space ads in metropolitan dailies and with spots on Spanish-language radio stations. The filter-tip brand is billed as "Mexico's toast to American taste" and is in distribution as far east as Reno. Price is 35¢. D'Arcy Advertising, Mexico City, is the agency.

• **David B. Heyler Sr.** has purchased the *Hollywood Citizen-News* and seven controlled-circulation weeklies in the Hollywood and San Fernando Valley areas for an undisclosed price.

• **Esso Standard** region of Humble Oil & Refining Co. has started a campaign of newspaper pages in Buffalo to kick off its "consolidated auto repair center," a pilot project. The center—"not in competition with dealers"—does auto repairs that Esso service stations aren't set up to handle. Motorists leave autos at any of 85 Buffalo stations; the cars are transported to the center, repaired and returned to the dealers, who make a "fair and reasonable profit." Humble, which is extending credit privileges to include the repairs, said another test "outside New York state" will be made. McCann-Erickson is the agency.

• **Broadcast Advertisers Reports**, New York, plans to call a meeting with the tv networks and the Television Bureau of Advertising the week of Nov. 27 to decide whether a new ground rule should be included in the compilation of its monthly network tv billings reports. CBS-TV has requested that the Leading National Advertisers-Broadcast Advertisers Reports billings include "horizontal contiguity" discounts, which refers to special rates offered by networks to advertisers who buy the same time periods on separate days.

• **Bramson Publishing Co.**, Birmingham, Mich., will move its advertising account from MacManus, John & Adams, Bloomfield Hills, Mich., to Carr Liggett Advertising, Cleveland, effective Jan. 1.

• **Elgin National Watch Co.**, Elgin, Ill., has consolidated advertising for its new industrial group with Waldie & Briggs, Chicago. The group comprises all Elgin industrial divisions, including abrasives, communications, electronics, micronics and new missiles and space units. Advertising is being expanded for the group, and Elgin expects 1962 billings to exceed $250,000. Waldie & Briggs formerly handled abrasives and micronics under the old setup. Writers & Advertisers, Pasadena, Cal., formerly handled electronics.

• **Elliott Plowe**, president of Grant Advertising, New York, is awaiting a written opinion on the most "desirable" course of action in his threatened $1,000,000 libel and slander suit against public relations man Marlen F. Pew Jr., according to his attorney. The proposed suit arises from Mr. Pew's contention in a tax court that he made kickback payments of $28,699 to Mr. Plowe at a time when both were connected with Peter Paul Co. (AA, Sept. 25, *et seq.*).

• **Clay Buckhout**, vp of Time Inc., has been named chairman of the Magazine Advertising Bureau of the Magazine Publishers Assn. He succeeds Vernon Myers, publisher of *Look*, who ended a one-year stint in September.

Hixson Adds Mercury Line of Western Dealer Assn.

Lincoln-Mercury Dealers Assn. of California, Arizona and Nevada, has moved advertising for Mercury models from Kenyon & Eckhardt to Hixson & Jorgensen, Los Angeles, agency for the dealers' Lincoln and Comet lines. The move involves about $500,000 in billings—$250,000 for local Mercury Monterey advertising and a similar sum said to be earmarked for introduction of the maker's new Meteor line.

Hixson & Jorgensen has handled the dealer Lincoln billings for several years, and also handled dealer advertising for the Comet last year. Billings on this business were reportedly about $500,000.

Madigan Joins Ted Bates

Tom Madigan has resigned as manager of nighttime programing for NBC-TV, to join the radio-tv department of Ted Bates & Co., New York, as director of programing. He will fill the spot which has been held by Bill Templeton, who will now serve as Bates' tv head on its Colgate-Palmolive account.

'Journal' Drops Ads in Milwaukee Mailers' Strike

MILWAUKEE, Nov. 24—The *Milwaukee Journal*, Wisconsin's largest daily, was slimmed down to a mere eight pages without display ads for its Nov. 21 editions as the result of a labor dispute with 57 mail room employes. The strike began Nov. 15.

Most of the *Journal's* 500 craft union members refused to cross a picket line which is sanctioned by the Milwaukee County Labor Council.

Tuesday's eight-page issue, and Wednesday's, which grew to 12 pages, had front page forms set by Teletypesetter, with inside pages typewritten. The issues included some of the usual features, including comics strips, and classified advertising including classified display and death notices.

The *Journal* has carried a strike story in each bobtail edition, with the location of the story announced on Page 1. In Thanksgiving Day's edition, the story was headlined "Little Prospect Seen for Early Strike Talks."

▪ The major issue in the strike is the future of the 57 mail room workers and their union after the newspaper completes a $12,000,000 plant modernization program. The *Journal* has said that the mailers "are demanding control over jobs traditionally performed by other employes." The union insists that the *Journal* "has not guaranteed [that] work presently done by mailers will continue to be done by mailers."

No estimate of the *Journal's* advertising linage loss due to the strike was available, but a comparison of total pages for the newspaper shows that the Thanksgiving week papers a year ago totaled 704 pages (Sunday through Friday) while the 1961 total was 320. The bulk of this was the Sunday, Nov. 19, issue. The *Journal's* morning competitor, the *Milwaukee Sentinel*, has picked up 86 pages more than its '60 totals for these editions. #

Shell Cancels Space in Dailies; Eyes '62 Media Mix

Shell Oil Co., New York, has canceled the last two newspaper spreads, which had been set for the end of the year, because it already has exhausted its 1961 advertising budget, according to the company. The funds were depleted by some "media mix" testing, which included radio and television, a few months ago (AA, Sept. 4).

Shell acknowledged that it is considering tv and radio for 1962, but plans are not set yet. The company would point out only that "from figures now available, it appears that Shell will continue to be the largest newspaper advertiser in the petroleum industry in 1962."

Ford Appoints Haskins

The Ford division of Ford Motor Co., Dearborn, Mich., has named Jack B. Haskins manager of advertising research, replacing Thomas C. Parker, who resigned to join Eugene Gilbert & Co., New York. Mr. Haskins formerly was assistant research manager and research executive of *The Saturday Evening Post*.

Avco Promotes Carman

E. C. Carman has been appointed director of marketing of Avco Corp.'s Nashville division—a new position. Mr. Carman, who joined Avco 13 years ago, formerly was the division's general manager for commercial products.

Simulmatics to Tell Ad Results, Market Share

(Continued from Page 1)

ern conference of the American Assn. of Advertising Agencies, (AA, Nov. 20).

But Simulmatics has been quick to disassociate itself completely from anything resembling the BBDO method.

The concept of human behavioral patterns being applied together with media data by Simulmatics would, if successful, permit an advertiser to pre-test his strategies on virtually a simulation of the U.S. population and in different markets.

■ While the simulation is "obviously not a perfect representation of the real one, it is a fair-to-good representation," according to Ithiel de Sola Pool, chairman of the Simulmatics research board and director of the international communications program of the Massachusetts Institute of Technology. "By using the simulation, we can do something we could not do otherwise: We can take the population through weeks or months of media exposure to predict the results of proposed advertising campaigns."

■ The technique will enable an adman to identify ways in which his current campaign results can be improved, and it will calculate the cost of achieving different results in terms of reach and frequency, he said.

The company said it has simulated previous advertising campaigns, just as though their results weren't known, and later compared these with computer findings. It said it expected to do the same thing for its clients, in order to acquire their confidence in Simulmatics.

Mr. Pool said that the distinction between Simulmatics media-mix and other media-mix services is that operations research techniques ("for example, linear programing") can produce optimal schedules, but only for a static situation. This compares with the "dynamics of audience behavior" to give the media man an indication of "likely results" in advance.

■ The Simulmatics technique first came into prominence when it was used on research for the Democratic Party during the 1960 Presidential election. It processed poll data and included computer simulation of likely voter behavior. Its immediate goal was to estimate rapidly the probable impact upon the public of different issues which either candidate might thrust into the campaign.

In developing a simulation of the U.S. for the media-mix technique, however, a Simulmatics team took a hypothetical population of 2,944 and divided it demographically, economically and socially into 170 different human types from a total of 110 different areas. Because of New York's size, for example, the city represents more than one of the 110 areas but includes just about all of 170 types. On the other hand, a rural area might not have one of the 170 types.

■ Simulmatics said it has gone so far as to include, in its programing, the probable activities—at any hour of the day or night—of the 2,944 hypothetical people involved. It also has considered whether one of the 170 types might be listening to his first or second favorite radio show at, say, 4:15 p.m. next June 10.

By electronically reviewing the 2,944 people during various "future time periods," and by making 250,000 additions a second, the computer can produce partial or entire answers to an advertiser's questions in jiffy time. For example:

■ A company might want to pretest two different media strategies via Simulmatics: The first might be a campaign using 15 one-minute spots a week on three national networks, plus two four-color magazine pages for four weeks. The second strategy might include 10 spots a week over two nets, and five magazine ads in two weeks.

Question: What will the addition of three magazine ads and the subtraction of five network spots do to his exposure in either case?

The Simulmatics answer will specify for the advertiser what effects, for example, the media substitutions will have upon a suburban New England housewife whose family's annual income is $10,000.

■ Mr. Pool said that "exposure" in Simulmatics language means exposure to the specific ad in question, not merely to the media that carry it. "Other media mixes deal with the overlap of different media. Simulmatics deal with the overlap of attention to the specific campaign in different media. It is not just a simulation of media; it is a simulation of the precise advertising campaign whose effect the client wishes to examine."

He said that agencies and advertisers would be able to describe to Simulmatics any campaign they wish considered, the time period for which they wish it examined, and the special limitations on the audiences which interest them. In most cases, a confidential report will be handed back in two or three days, Mr. Pool added.

■ He said a typical report will contain "perhaps 100" tables chosen by the client as bearing upon his questions. These will be a selection from among 3,000 to 4,000 tables representing ordinary output of the simulation. A client also will be able to compare his campaign with that of his competitor, he said. He will be able to tell what kinds of people he was reaching that his competitor was not, and vice versa.

Mr. Pool said the Simulmatics media-mix will be available "on a non-exclusive" service basis at a "moderate cost" to "agencies of all sizes and their clients" early next spring.

■ Simulmatics was incorporated in February, 1959. In May, 1961. when the corporation's stock was issued in the over-the-counter market, it began work on simulations for commerce and government.

In addition to Mr. Pool, other Simulmatics board members are: Alex Bernstein, director of applied research, formerly senior mathematician at IBM, who developed IBM's chess playing computer program and other projects; William McPhee, research director of the Columbia University bureau of social research; James Coleman, chairman of the department of social relations at Johns Hopkins University; and Robert Abelson, professor of psychology at Yale, and co-supervisor of the 1960 electorate simulation.

Edward L. Greenfield is president of Simulmatics. He is a former policy consultant and research analyst to Adlai Stevenson in the 1956 Presidential campaign, and has acted as personal aide to Sen. William Benton, Gov. Averell Harriman and Thomas K. Finletter.

The company is located at 501 Madison Ave., and has offices in Washington and Cambridge, Mass.

SNAP-OFF BAGS
SNAP-OFF
LION
SNAP-OFF BAGS

IT'S A SNAP—*Lion Packaging Products has set a 35-city radio-tv spot schedule for its plastic snap-off bags. Packaged on a roll, the transparent polyethylene bags snap off at the perforation for ready use. The company places its advertising direct.*

Lockman Joins Helena Rubinstein as Key Ad Exec

(Continued from Page 1)

vertising and promotion program. Mr. Lockman's background is heavy in launching and promoting cosmetics items.

■ Mr. Lockman first joined Mogul in 1955 as vp and director of a newly formed drug-toiletries-cosmetics division. In that post he supervised such products as Alkaids, Poslam and Laxium, as well as the Cheramy division of Houbigant Perfumes.

Later in 1955, the agency won a $200,000 portion of Revlon, an account which expanded to something like $2,500,000 under Mr. Lockman's direction. He also supervised the $2,500,000 Esquire shoe polishes division of Revlon.

As Revlon account supervisor he was responsible for the agency's role in launching Top Brass, Hi & Dri, Aquamarine Spray Mist and Satin Set. As account supervisor and creative director, he was credited with a number of Revlon product claims, and he played a part in the development and production of tv commercials.

■ Before joining Mogul in 1955, Mr. Lockman was vp and director of advertising, marketing and sales promotion for Bourjois-Barbara Gould-Monico, sister companies of Chanel Inc. At Bourjois he launched several new products, including the Evening in Paris deodorant stick. He also conceived the Christmas in July promotion which resulted in a new fragrance line with the same name.

From 1945 to 1950 he was advertising manager of Mennen Co. For Mennen he conceived the baby-in-the-rose idea, an illustration which became the feature of an introductory campaign for Mennen's Baby Magic. He also helped develop and market Mennen deodorant for men. #

Doyle Dane, Schenley Split

(Continued from Page 1)

adman. The agency plans to retain the entire Schenley account group, and it was reported that it already had received inquiries from several advertisers.

■ One apparent cause of contention between Schenley and Doyle Dane was Schenley's constant manipulation of its brands and budgets. Schenley has been working to a tight budget in the past year, despite recent announcements of heavy-spending plans, and Mr. Rosenstiel's greater aged whiskies program. Last July he announced the company would be spending about $21,000,000 in the next two years to advertise his upgraded brands.

Schenley reported an advertising cut of 4.6% in fiscal 1960, while the ad budget for the final three months this year was understood to be 25% below last year's. The cuts followed a poor sales year in 1960, some 17% below the 1959 level. However, this week Schenley reported a $24,386,773 increase in sales over last year, with net profits totaling $10,047,893 as against $3,339,918 the year before. Net sales were $405,936,123 or 6.4% above the $381,548,350 total of last year.

■ Primary sales efforts this year are being devoted to the new aged whiskies program, which Mr. Rosenstiel promised will be the "pay-off" in his battle with "certain foreign interests within our shores."

However, latest sales data indicate his top brands at Doyle Dane (one of six agencies on the Schenley roster at present) are in a decline. Schenley Reserve, once the nation's top-selling brand, is no ball of fire in the 17 monopoly states, compared with Seagram's 7 Crown. In the immediate postwar period, when blends hit their peak, Reserve sold something like 5,000,000 cases. It lost the lead to 7 Crown in 1948.

■ While monopoly states sales do not reflect the total sales picture, the industry regards them as a good reflection of what the consumer wants. In the first seven months this year, Schenley Reserve sold about 201,500 cases there, as against 233,900 in the same period last year, a drop of 14%.

Advertising for the brand has also slipped. Even Seagram's Wolfschmidt vodka, which has low volume, spent more in newspapers and magazines in the first half of this year than Reserve. Schenley's brand spent some 98% less in newspapers in this period compared with last year, down from about $223,000 to about $5,000. In newspapers (incomplete figures), the brand was about 35% off, slipping from $460,000 last year to about $305,000 this year. The aggregate decline was 55%.

■ Ancient Age was also off. Incomplete figures for the first six months show Schenley spent 15% less ($470,000 as against $570,000 last year). Magazines got $231,000, or 8% less, while newspapers fell about 25% from $320,000 to $240,000.

In comparison, Ancient Age spent a total of $1,341,000 in both media in the previous 12 months. The leading straight in the Schenley house, it competes with National Distillers' Old Crow, leader in the price category.

Ancient Age sold about 1,300,000 cases last year. Monopoly state sales in the first seven months were about 10% below last year's (down from 116,600 to 105,300).

■ The Schenley agency scene has been unusually placid for almost two years. The company's last flurry of account changes occurred in January, 1960, when the client struck BBDO off its roster.

Last July saw Schenley move its Dubonnet wines out of Kleppner Co. to Norman, Craig & Kummel. The account reportedly billed about $1,000,000. A few weeks later, Schenley awarded J. W. Dant Charcoal Perfected, an inactive brand, to McCann-Erickson. However, the "former" agency, Kleppner, continues to place ads for the brand.

The agencies which share the rest of Schenley's total $24,600,000 ad budget are Kleppner; Norman, Craig & Kummel; McCann-Erickson; Mogul Williams & Saylor; and W. B. Doner & Co. #

Ortho Drops Drive for Family Planning Following Protests

(Continued from Page 1)

conviction that the time is ripe to add consumer advertising to the flood of direct mail and medical journal announcements long directed to doctors and druggists. The tone of the advertisement is also notable since it avoids all sensationalism. This is in line with other contraceptive advertising, such as that for Enovid . . . In short, we can expect a flood of euphemisms. Evidently you can advertise anything if your language is refined.

"Perhaps the most alarming aspect of the new advertisement is that it indicates a lowering of the standards of the magazines which have accepted it. Does it presage editorial space devoted to the same topics?" the editorial concluded.

■ The result was that Ortho decided to "withdraw with grace" and stop the campaign before "a real rumpus" started. *Family Circle* also decided not to carry any more of the ads, although the Macfadden magazines and *Prescription Health* were willing to continue running the campaign.

"We don't want to cause a furor," John Baruch, Ortho's ad manager told AA, in explaining the division's decision to abandon the campaign. "We don't want to wage a religious crusade. We thought the ads were in good taste and our intentions were honorable."

One big reason for terminating the campaign was the delicate position of the parent company. The Johnson & Johnson name had been carefully omitted from the ads, but the *America* editorial played it up, mentioning Ortho only once, and naming J&J four times.

■ Ironically, after Ortho had decided to scrap the campaign, it received the results from a Starch survey which showed that 85% of 200 women queried praised the campaign. Only 4% had a negative reaction. The survey was made among 100 "confirmed" readers of *Family Circle* and 100 "confirmed" readers of *True Story*.

"With these Starch reports, I'd quadruple the schedule if I could," Mr. Baruch said.

Another belated note of approval: Last week, another mass circulation magazine approved the ad content and said it would be willing to carry the campaign. But this, too, came too late. #

Braun Names Crawley

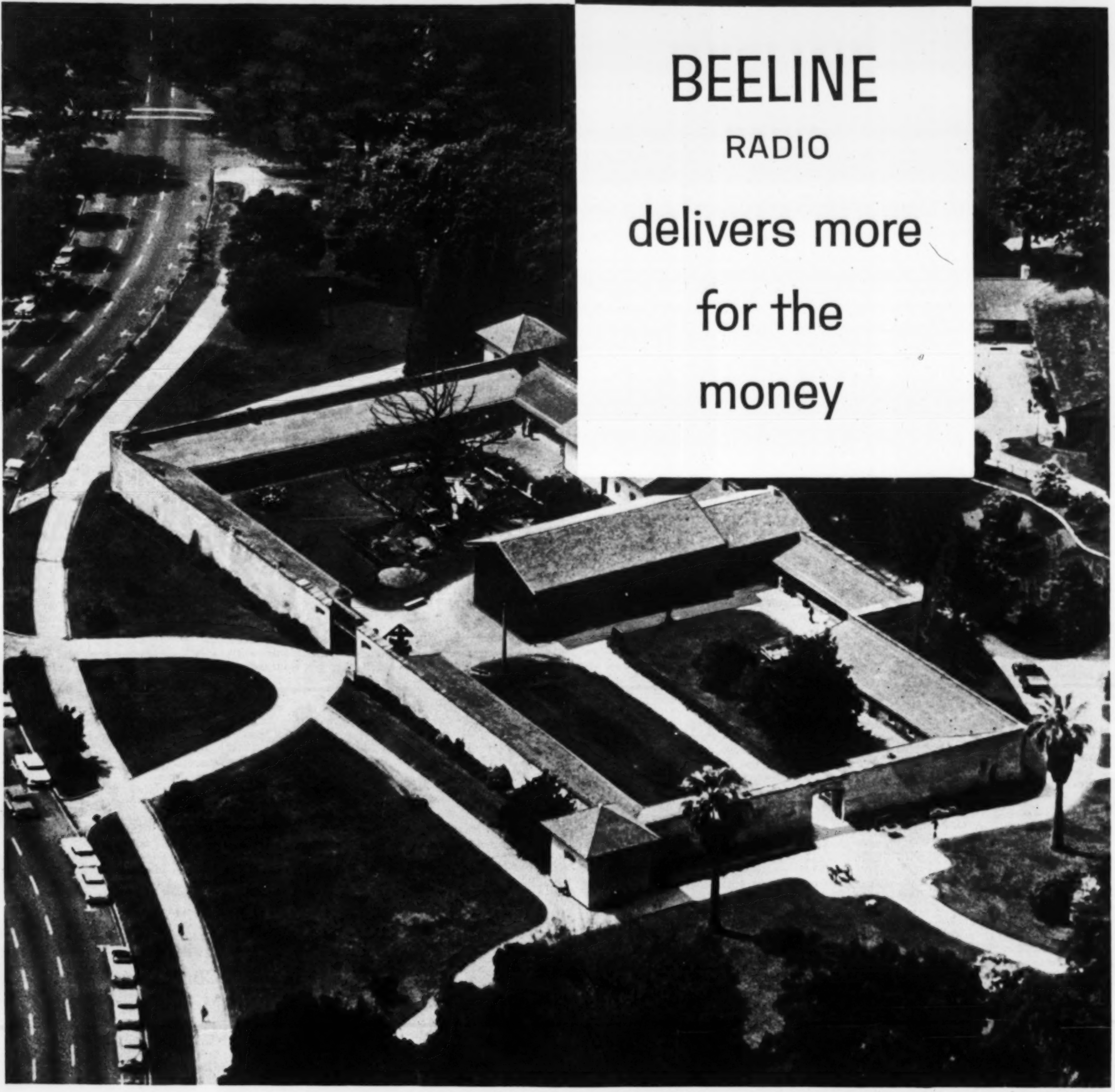
Braun Laboratories, Boston, has named Norm Crawley Inc., Boston, to handle its advertising. The company makes a detergent for commercial and coin-operated laundries.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE

RADIO

delivers more for the money



Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

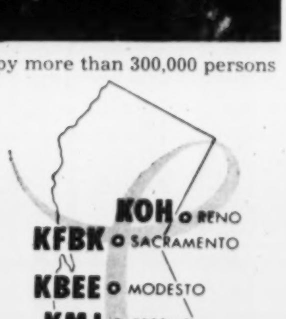
Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



This Week in Washington . . .

Tariff-Cut Plans, Stirrings in Europe Constitute Problem for U.S. Marketers

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 22—The risks are high and the odds are uncertain, but the Kennedy administration will be going to Congress next year for broad new authority to trim tariffs on an across-the-board basis.

With many U.S. industries embattled with tough foreign competition right here in our home markets, even a routine renewal of existing trade policies is controversial. Proposals to trim remaining tariffs on a broad scale are sure to set off one of the biggest political fights of the 1962 session.

Although the protectionist-minded industries have immense political resources, the administration apparently has little to hold out in the way of consolation. "Your best bet," the administration leaders say, "is to trim your costs through automation and improved selling methods."

For months the administration has been trying to make up its mind. A show of force could probably preserve the existing reciprocal trade treaty program without further modification. But the policy makers contend that something more than item-by-item negotiations are necessary if we are to come to terms with the newly emerged trade blocs.

■ The decision to risk a fight on tariff policy in 1962 reflects the belief that in cold cash, as well as in international relations, the dangers involved in refusing to offer attractive concessions to the trade blocs exceed the damage that would be inflicted by increased competition at home.

Policy makers contend that basic business economics are running against us, with serious consequences both abroad and at home. Others are taking our share of world markets. And, at a time when we urgently need new job opportunities at home, U.S. business men find it increasingly necessary to make their investments abroad.

As the world's leading industrial nation, the U.S. traditionally has held a respectable share of the world's markets, despite the fact that we protect our own industries behind formidable tariff walls.

In the postwar years our leadership seemed supreme. People all over the world were anxious to buy almost anything we had to offer, and our trade was limited only by the restrictions which nations imposed to conserve their dollar resources.

■ But the world has changed. Newly rebuilt, diversified and expanded industries of western Europe, Japan and even the Soviet Union are searching for markets. Nations which formerly undersold us solely because of low labor costs now share the mass production techniques and facilities which were once an exclusively American asset.

Our share of world markets has been declining at a time when we have heavy commitments abroad. In the three year period 1958-'60, our sales abroad were $11 billion short of what we needed to cover our purchases and our economic and military aid to friendly nations.

The emergence of the European Common Market dramatizes the dilemma. In the next few years the common market will represent a free trade area encompassing roughly 300,000,000 people who currently buy $5.5 billion of U.S. products. Although these common market countries will be trading freely with each other, they apparently intend to maintain high tariff barriers against outsiders like ourselves.

■ Although Congress hasn't come to grips with the problem yet, American investors are many steps ahead of our government. The flight of American capital—and jobs—into the common market countries is well under way. In the past three years, more than 800 U.S. companies have established investment toeholds within the common market countries. Last year alone, investments in these countries by U.S. companies amounted to more than $2.5 billion.

European planners proudly emphasize that a free trade area embracing 300,000,000 of the world's more advanced peoples is a development of historic importance. Great Britain, after initially standing aloof, is attempting to come to terms with the common market, even to the extent of abandoning its historic isolation from continental affairs. In their enthusiasm, the Europeans contend that our decision to cooperate—or not to cooperate—is of little concern to them.

■ So far, the administration stops short of proposing that the U.S. seek to become part of the common market. While this might remain open as an ultimate possibility, the need now, it is said, is to put the U.S. in a position where it can negotiate across the board with the emerging trade blocs.

The unenviable job of "selling" a new tariff policy to U.S. business men falls largely on Commerce Secretary Luther Hodges. As a former executive in the textile industry, he knows about foreign competition. He is also inclined to look behind the indignation of the outraged domestic industries.

So far, neither Secretary Hodges nor his other allies in the administration display an inclination to lavish much sympathy on endangered domestic industries. Our chief hope—at home as well as abroad—Mr. Hodges suggests, is to trim costs and improve our sales effectiveness.

■ Many U.S. industries—including the textile industry—are operating with outmoded equipment, it is argued. The administration has promised to offer tax reforms which will encourage domestic industries to go ahead with plant modernization.

But in many instances, he contends, we have not been giving enough thought to our products, and the way that we present them.

Foreign competitors "offer good products, good prices and a hard, no-nonsense brand of selling," Mr. Hodges declares. "They are striking gold repeatedly and increasing each year the pressure on American sales and profits, both here and abroad.

"Frankly, I see no way that we can beat this competition unless our prices are right for the quality we give. This is a lesson that both labor and management are going to have to learn more thoroughly. But even when our prices are in line, we won't successfully compete with foreign sellers unless we match their selling effort and beat it," he says.

"Hail-fellowship and cocksureness may be well and good. But it rarely tops informed, methodical selling, which is what we face from our competition today. Unless American business is willing to risk further damage to sales and profits, it must drop its smugness, forget the past, and put into its sales effort more of the ingredients that really count—more imagination, efficiency, intelligence and understanding."

■ Price in itself, as any business man knows, is not necessarily a determining consideration. In Rome last summer, I saw a plane arrive from Pakistan, carrying members of an enthusiastic trade mission. En route to the city from the airport, the members of the mission bubbled with confidence.

Two days later I watched as two members of that sales team attempted to sell tennis rackets to the owner of an Italian toy store.

The only language in common was a fragmentary German, with my wife volunteering as interpreter. And the Pakistanis were limited to the phrase, "Buy our tennis rackets. They are cheap."

Cheap they were, too; considerably cheaper than the Italian-made rackets the Pakistanis hoped to displace. But the owner of the store examined the Pakistani product, and he was not satisfied with what he saw.

The crestfallen Pakistanis could hardly believe it. How could he resist the attractive prices that they were willing to offer? #

YOUR NEIGHBORHOOD HARDWARE DEALER HAS A NEW LOOK.
VALUE VOLUME STORES
CALIFORNIA
ARIZONA

HALF & HALF—*Hardware dealers in Southern California and Arizona share this b&w page with assorted products in the southwestern edition of the December Sunset Magazine. This is the first ad by Value Volume Stores, a cooperative promotional dealer group in the two western states. Gerth, Brown, Clark & Elkus, Los Angeles, is the agency.*

Wade Advertising Bills $24,220,000, Adds 7 Accounts in Year

CHICAGO, Nov. 22—Wade Advertising billed $24,220,000 for the year ending Sept. 30, 1961, the agency reported today. The agency acquired eight new accounts in that period; it resigned one—Sta-Nu Corp.—six months after its acquisition.

Accounts gained during the year were Barbara Ann Baking Co., division of Langendorf United Bakeries; Doumak, Inc.; Fresh Fall & Winter Pear Advisory Board; Goodwin Co.; International House of Pancakes; J. J. Newberry Co., western division; and Seven Up Bottling Co. of Los Angeles.

Wade, which operates offices in Chicago, New York, Los Angeles and Dallas, billed $4,793,000 in print, and the remainder of its total in radio and tv spot and network billing. #

L.A. Admen Lose Homes, Treasures in 'Worst' Fire

LOS ANGELES, Nov. 21—One man was in New York, and spent several futile hours on long distance trying to reach his family.

Another was less than a half-mile from his home and for hours shared the same fear.

Others stood exhausted in the searing heat and—"with nothing more than the clothes on their backs"—watched homes and belongings and mementoes of a lifetime disappear in a flash and roar of flame and smoke and dust.

Others stood not 50 feet from the whirlwinds of flame and witnessed miracles as homes and possessions escaped unscathed.

All of these people were touched in one way or other by what has come to be called the most terrible holocaust in this city's history—the brush fires of Nov. 9-10.

And because the flames raced through what is perhaps the most fashionable suburban hillside area in the city, many of the victims were top executives in the advertising business.

■ There was Paul Willis, director of advertising for Carnation Co., who for several hours tried vainly to reach his wife from New York. He was lucky. His family was safe, his home only scorched—in a section where rows of houses were burned to the ground. Pop bottles stacked outside his house were fused into solid chunks of glass and wooden handles were burned from garden tools leaning against the back wall. Montey Starkey, manager of BBDO here, was lucky, too. He lost only his garage and part of his roof.

Then there were Howard Williams and Robert Byars, chairman of the finance committee and vp, respectively, of Erwin Wasey, Ruthrauff & Ryan. Both their houses were destroyed. So were Neil Reagan's of McCann-Erickson and John Marin's of *Sports Illustrated*.

All currently live in temporary quarters, undecided whether to rebuild or move away from the charred area.

■ Mr. Williams' story was typical. He was at his office, and, when he heard reports of the fire, called his wife. The fire was a couple of miles away from the house; it would be put out, he learned. Everything was fine.

Later, the sky over darkened with dun-colored smoke. This time there was no answer to the phone. Mr. Williams heard of evacuations in the Bel Air and Brentwood Hill sections and hurriedly left for home. He never got there. The roads were blocked and his house had already been destroyed, along with a lifetime collection of antiques. Three terrible hours later he located his wife.

As for Neil Reagan and John Marin, they fought the fires and lost. The Marins had been in their house only eight weeks.

■ As with most tragedies, there was comic relief. Crosby Kelly, vp of advertising for Lipton Industries, had a farcical experience with local firemen, who tried to evacuate him from his unburned house, which he saved. Mr. Kelly, who spend several touch-and-go hours single-handedly hosing down his house and grounds, saw the neighboring house burn to the ground and even had the odd distinction of lending an axe to a fireman.

And there were happy endings. Residents of a section which had miraculously escaped destruction ("the miracle of Mandeville Canyon") last week had collected some $5,000 which will be donated to fireman and police relief funds. Heading the collection is John Dorris, ad manager of *Fortune*. #

Eisbrenner Forms Vanguard Agency

DETROIT, Nov. 21—Formation of Vanguard Advertising was announced here today by Ray D. Eisbrenner, former account supervisor at Dudgeon, Taylor & Bruske and onetime associate editor of *Design News*. Jay W. Courage, formerly exec vp and account executive with Dudgeon, Taylor, has joined Vanguard as an account executive.

Ray D. Eisbrenner

Jay W. Courage

Vanguard currently has three accounts: Gemco Electric Co. and Great Lakes Fabricators Assn., both of Detroit, and Livernois Engineering Co., Dearborn. Gemco formerly was handled by Rossi & Co., Detroit. The other two did not have agencies.

While at Dudgeon, Taylor, Mr. Courage handled the R. C. Mahon Co. account. In addition, Robert Cunningham, currently with Denham & Co., Detroit, will join Dec. 1 as vp and account executive on Mahon.

■ Messrs. Eisbrenner and Courage have similar backgrounds. Both are graduate engineers, both worked in industry as design engineers, and both were trade magazine editors before going into agency work. Mr. Eisbrenner, in addition to *Design News*, also was associate editor of *Electrical Design News*. Mr. Courage was an associate editor of *American Machinist* for three years.

Prior to joining Dudgeon, Taylor, Mr. Eisbrenner was an account executive with the old Palmer, Codella & Associates, Detroit. Mr. Courage was a vp and account executive with Denham before going to Dudgeon.

Vanguard's offices are at 1712 Penobscot Bldg., Detroit. #

Avis Promotes Warm Climate in December Magazine Campaign

BOSTON, Nov. 21—Avis Rent-A Car has set a $250,000 December drive, via color bleed pages in magazines, through McCann-Erickson.

The budget, part of Avis' 1961 appropriation of $2,500,000, has been geared to promoting winter vacation travel to warm climates. The ads will appear in the January issue of *Holiday*; in *Life* Dec. 22, *Look* Jan. 2, *The New Yorker* Dec. 30, *Sports Illustrated* Dec. 25, and *Sunset Magazine* in January.

■ Counter display cards, which show the ads and list the schedules, will complement the campaign. *Holiday* also is paying for small replicas of 1925 vintage autos which it is sending to 100 Avis stations and to 200 Avis salesmen for distribution to travel agents. #

Markell Shoe Names Price

Markell Shoe Co., New York, maker of Tarso shoes for children, has named Daniel H. Price Inc., New York, to handle its advertising.

Thomas G. Slater, Broadcaster, Agency Exec, Is Dead at 54

PITTSBURGH, Nov. 21—Thomas Gaskill Slater, 54, vp of radio and television of Fuller & Smith & Ross here, died Nov. 17 in Presbyterian Hospital after a long illness.

Lecturer, publicist, troubleshooter and talent scout, Mr. Slater joined F&S&R in 1954. Headquartered in Cleveland, he was responsible for all radio, tv and film production in the agency's western division. He transferred to Pittsburgh the same year as special tv account executive for Alcoa.

▪ Early in his career, he was a promoter for Scripps-Howard's *Cincinnati Post*. He worked as producer and announcer with WLW, Cincinnati, and WHIO, Dayton, in the 1930s. He joined Mutual Broadcasting System in 1937 as director of sports and special events for WOR, New York.

During World War II, Mr. Slater served as war program director of WOR and directed the Friendship Train, which represented the government in collecting food for Europe.

Mr. Slater had worked with his brother, sportscaster Bill Slater, who originated the network panel show, "Twenty Questions."

Mr. Slater first entered the agency field in 1946, when he joined Ruthrauff & Ryan, New York, as business manager and director of talent. He later became R&R's vp in charge of radio and television.

▪ He resigned in 1954 to manage radio-tv for the New Jersey Republican state committee. He also directed the campaign for Sen. Clifford P. Case (R., N. J.).

For several years Mr. Slater served as tv consultant to the executive and program board of the National Council of Churches of Christ in America. He also served on the national committee on broadcast media of the American Assn. of Advertising Agencies.

HERMAN ROE

NORTHFIELD, MINN., Nov. 21—Herman Roe, 75, publisher of the *Northfield News* for the past 51 years, died Nov. 18 after a heart attack in a hospital in Rochester.

Mr. Roe was a former president of the National Editorial Assn. and served as its field director from 1928 to 1932. He was also a member of the Republican National Committee publicity division staff in 1940. He was honored by the king of Norway with the St. Olaf medal in 1941.

GEORGE H. GODBEER

FITCHBURG, MASS., Nov. 21—George H. Godbeer, 89, president and editor of Sentinel Printing Co., publisher of the *Fitchburg Daily Sentinel*, died Nov. 15 at his home, after a long illness. Mr. Godbeer had been associated with the *Sentinel* for 70 years.

PHILO B. READ

CHICAGO, Nov. 21—Philo B. Read, 78, senior partner of Read Bros. Advertising and son of the late American humorist Opie Read, died yesterday following surgery in Presbyterian-St. Luke's Hospital here.

Mr. Read, a specialist in furniture advertising, handled the Rusnak Bros. Furniture Co. advertising for 41 years without a contract.

Mr. Read studied and taught at the Art Institute of Chicago and had illustrated some of his father's books. He was a member of the Izaak Walton League and helped organize Indiana Dunes state park. He made his home in Chesterton, Ind.

Flynn Named AAAN President; Headquarters to Spokane

Connor T. Flynn

Connor T. Flynn, corporate secretary of Lessing Advertising, Des Moines, has been elected international president of Affiliated Advertising Agencies Network. Harris D. McKinney, of Harris D. McKinney Inc., Philadelphia, was named secretary-treasurer of the network, and Virgil A. Warren, of Virgil A. Warren Advertising, Spokane, was named to the new post of managing director.

Headquarters of AAAN is currently being moved from Chicago to Spokane.

FDP food & drug PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

BPA MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging NBP

New York 21 660 Madison Ave. PLaza 9-5245 Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

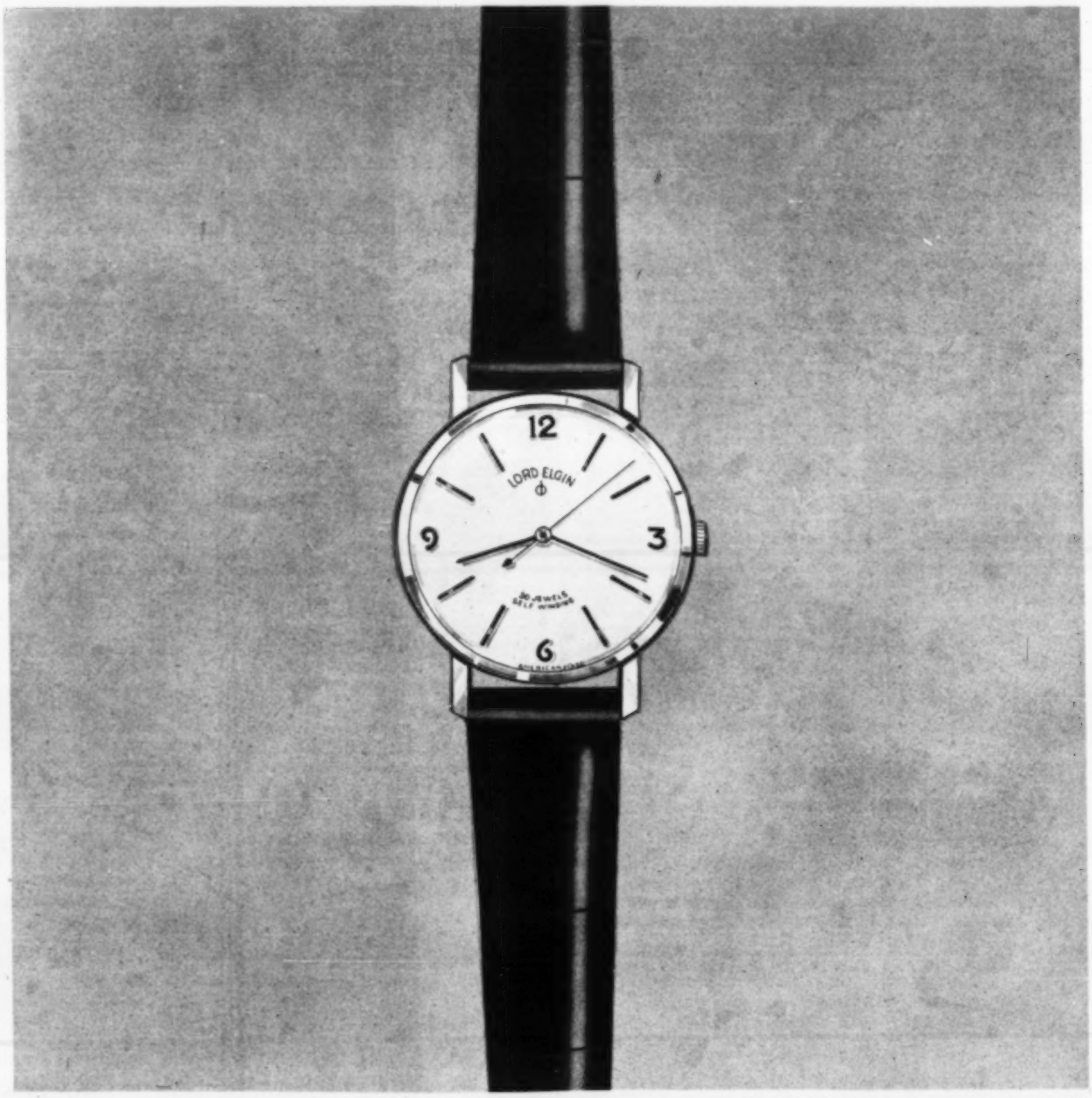


Photo courtesy of Elgin National Watch Co., an A&SP advertiser in 1961

When is a product a premium?

The number of nationally-known products available as premiums and prizes keeps growing from year to year. Perhaps this is a market you've given some thought to for a product made by your company or by a client.

The benefits are several. The market for incentive merchandise is large—and growing. By itself, it offers an opportunity for a handsome volume of new business. In addition, it almost always means bonus advertising for your product, being featured in the user's magazine space, television and radio time, in newspapers, point-of-purchase advertising and direct mail.

A&SP's unparalleled coverage of sales promotion, advertising and merchandising executives (the idea people who create merchandising ideas, pick premium offers), in combination with monthly departmental editorial features on premiums, prizes and specialties, has helped many companies develop their share of the premium market. Perhaps A&SP can help you or your client.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 50,291

HELP WANTED

COPYWRITER

with background in heating, refrigeration fields to write technical and promotional copy on automatic controls. Location, north central. Send resume and salary requirements to

Box 5435, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Printing and Direct Mail Salesman.
New York Area.
Unusual opportunity
Salary plus Commission
Box 5436, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISER CONTACT CUSTOMER SERVICE

A responsible demanding position for a creative minded man with experience in copy and ad layout to assist salesmen and consult with advertisers. Previous sales experience helpful. Graphic arts background preferred. Salary according to experience. Send resume stating details of experience, education and salary desired to

Box 5437, ADVERTISING AGE
630 Third Ave., New York 17, New York

RADIO SALESMAN Base Salary $7800. plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses, West Michigan market 350,000. Station full time AM AND FM. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is.

Box 5438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSOCIATE EDITOR. High quality, rapidly growing trade magazine offers exceptional opportunity with good starting salary and rapid promotion. Job has challenging and developing variety of functions; reporting, photography, writing. Prefer J-school graduate, age 25-30, some experience, now a Chicago area resident. Apply in writing, more detailed the better. Write **Robert Taylor, managing editor, Supply House Times Magazine, 317 Howard St., Evanston, Illinois.**

ONCE IN A LIFETIME OPPORTUNITY

Protected Franchise Dealerships

Earnings $20,000 and up on a proven National Sales program to men with experience in advertising sales and management. Send resume in confidence to: Box 154, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

HOW TO GET A TOP CREATIVE DIRECTOR FOR PEANUTS!

1. Pick one who is really creative . . . whose copy has helped land, hold and develop million-dollar accounts.
2. Talk to him when he's more interested in the kind of people he'll be working for than in how much he'll be paid.
3. Show him you have a potentially "hot" agency and offer him a *real* participation in future growth.

But first answer his ad! Write Box 137, Advertising Age, 630 Third Avenue, New York 17, N.Y.

HELP WANTED

CIRCULATION MANAGER

We need a man to head up direct mail program, supervise fulfillment program and provide liaison with field sales organization on midwest based farm publication. Please furnish complete resume in first confidential reply.

Box 5420, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH EXEC.

Home builder requires top market research executive knowledgeable in public relations, advertising, marketing. Man should be aggressive, highly imaginative, capable of initiating and supervising market and motivational research. Would also be liaison with PR and advertising agencies. Must have solid record of accomplishments, be a self-starter not afraid of hard work and long hours for excellent salary and incentive arrangement. Full resume should be accompanied by letter selling us on you.

Box 5440, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Test and sell the Negro market in Washington, D.C. without paid media. **PUBLIX, Ltd. 1737 F St., N.W., Washington, D.C.**

NEW YORK BUSINESS PAPER SPACE SALESMAN

Growth opportunity on New York sales staff with well-established multiple-paper publisher for experienced, aggressive space salesman. Under 40 preferred. The man we want is now earning $10,000.+ and looking for chance to grow. Send complete resume.

Box 5409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVES & CLERICAL EXPERIENCED AND TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

Write for free copy, "National Employment Reports." Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

ART GRAPHICS DIRECTOR

Rapidly expanding division of a major East Coast Aircraft and Missile Corporation needs a professional designer, visualizer for promotion and presentation pieces. This new position offers big growth potential to a young man (28-35) who wants to get ahead rapidly. Man selected can build own department. Experience and knowledge of New York supplier area essential.

Replies should state qualifications, experience, and salary requirements.

All replies treated confidentially.

Box 156, Advertising Age
630 Third Avenue, New York 17, New York

RETIRED AGENCY VICE PRESIDENT

early fifties is interested in serving as consultant in advertising and public relations to corporation in or near Metro. N. Y. area. Background of 25 years supervising blue-chip accounts in packaged goods and service fields. Special aptitude for developing presentations, creating various corporate literature, speech-writing. Highest references from top names in American business.

Box 157, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

Advertising and Industrial Sales promotion. Technical writing for brochures, direct mail and catalogs. 3-5 years experience, college graduate. Hartford, Conn. location. Good opportunity with large company.

Box 5439, ADVERTISING AGE
630 Third Ave., New York 17, New York

A SERVICE
for the articulate ....and
their cohorts ....
Molene Personnel **105 W. Adams**
ANdover 3-4424 **Chicago 3**

POSITIONS WANTED

AE, ASST. AE OR SPACE SALES

Ready to sell, service & "brain-child". 12 yr. exp. agencies, mfrs., cons. & indust. solid copy. sales prom., media. N.U. Medill Grad, 35. Will travel.

Box 5442, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER

Background includes proven experience in media, manufacturer's ad dept and 4A agency. Sales oriented, strong administrator and well-grounded in marketing. This 31 year old college graduate, presently employed, offers his talents only to a Philadelphia company. Resume on request.

Box 5443, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV-SALES PROMOTION MGR OR AE

5 yrs. as Ad Mgr. consumer & industrial mfg co's. Know bldg. products, food-bakery eq., chem mixing eq., lab & pilot plant research eq. Engineering Exper. College grad. Married. Age 31. Prefer Midwest.

Box 5444, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRICULTURAL ADVERTISING SPECIALIST

23 years in farm equipment industry including production, engineering and sales—mostly in administrative capacity. Capable of creating and producing most forms of advertising media. Will consider related fields.

Box 5445, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING DIRECTOR

Presently employed Ad Dir., seeks career position. Experienced radio-tv-newspaper and public relations. Married. Age 30.

Box 5446, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU MR. X?

Ghost Writer wishes to contact Mr. X who desires to improve his image or create a new one. Do you feel your potential is being ignored in the rush of new concepts? Are you frustrated with getting ideas across in speeches, books, T.V. or radio? Are you simply marking time in politics, industry or the professions? I can be a great help to you in your career. Why not write for an interview and see what happens. Strictly confidential.

Box 165, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED!

YOUR CANDIDATE FOR A McGRAW-HILL SELLING JOB

The men we call on—you in advertising—*know* what makes a good advertising salesman. And we think you know McGraw-Hill's high personnel standards.

This is why we ask you:

Do you know a young man with promise—one you would like to have calling on *you*, one *you* would hire and train if you were McGraw-Hill? Perhaps he has shown an interest in the business publication field. Or he may be in an unrelated field. But he has the latent abilities that characterize the best business publication representatives you know.

If you know such a man who has completed college and his military service, and is willing to relocate to any one of our 16 district sales offices across the country, ask him to contact

DAVID E. DOYLE
McGRAW-HILL PUBLISHING COMPANY
330 West 42nd Street
New York 36, New York

POSITIONS WANTED

ADVERTISING MANAGER

Now employed is Adv. Dept. of one of nations larger advertisers. Building Products, Heavy Industry, Newspaper, Agency experience. Administration, Creativity, Production. Will direct agency and dept. to effective efforts. Veteran, M.A. degree, Family. Will locate with smaller Co., Smaller city. Salary: 11-12 M.

Box 5447, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

4 Industry Background. 28, employed, BS-Marketing, aggressive, self-starter. Accounty-Agency contacts East-Midwest.

Box 5423, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I'M WANTED

By you, if you need a young (29) man with 3 years' experience as adv. mgr. and P.R. director with a national advertiser. Mine has been a 24 hour a day job. Please do not inquire unless the one you offer is the same.

Box 5448, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILITY & ABILITY

Exp. in all phases of edit, production-writing, editing, make-up, photography. Also has exp. in PR and shorthand skill.

Box 5449, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRAP ME UP BEFORE CHRISTMAS

Young, highly capable and creative writer "wants up" to good-size Chicago agency. 12M. Now copy chief in small midwest shop. Heavy in print and merchandising.

Box 5451, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANT TO BUY TRADE PUBLICATION

Established publisher interested in obtaining another trade publication. Please write or call in strictest confidence. **S. Russell, 487 Broadway, New York 13, N.Y. Canal 6-1454.**

TO A CIGARET COMPANY PRESIDENT

You can make more than 30¢ on each pack of 30¢ cigarets without raising the price to the consumer. To do it, you will have to be bold with an imaginative marketing plan (I'm offering one). To be first you should be the first to see it. Write Today! **Box 163, Advertising Age, 630 Third Ave., New York 17, N.Y.**

Our 50th Year

ADV. & SALES PROM. MGR.	
Consumer Products	$12,500.
ASST. MEDIA DIRECTOR	
Agency—Male	7,500.
ASST. ADV. MGR.	
Heavy Industrial	8,000.

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Attention, Top Publishers in
. . . **YOUTH FIELD** . . .

Don't let our 12 years of successful space sales on the . . . **WEST COAST** . . . go to waste. We can do for **YOU** what we did for a leading Youth publication (So good, in fact, that they are now opening their own office here). **J. G. DAVENPORT ASSOCIATES, 2412 W. 7th St., Los Angeles 57, DUnkirk 2-6254.** (Time open for other fields, too).

Adv. & Sls. Prom Building Materials or Allied Fields

V-P of agcy specializing in rtl. lbr. and bldg. mtls. accounts (top of 142 clients) wants to join ad staff of mfg. or agcy with bldg mtls or allied field account. Know mktg., merchandising, ind'l and cnsmr adv., graphic arts prodn. Duties: planning campaigns, determining budgets, controlling and analyzing cnsmr surveys, making media estimates, advising on distribution and sls policies. Write sls promo mtl, sls aids, all collateral mtl. **Box 160, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.**

ARE YOU THIS MAN?

If you are a creative writer with a successful agency background . . . if you've grown faster in know-how and ability than your present job requires or pays . . . if you want to work in a fast-growing agency with a group of equally creative ad men . . . then write us!

Box 162, ADVERTISING AGE
200 E. Illinois St., Chicago, Ill.

BUSINESS OPPORTUNITIES

AGENCY FOR SALE

Substantial loss carry-forward makes this an attractive opportunity for existing agency to acquire a branch. Excellent accounts. Middle six figure billing. Principals only. Reply

Box 5450, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

12 year old mail order firm wants to sell its label printing division. Ideal for printer who wants to get into mail order. **Tower Press, Inc. Box 591, Lynn, Mass.**

CHICAGO CALLING! Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material; Low cost. Protected area! For sample write **"The Weekly Prompter", 4151 W. Lake Ave., Glenview, Illinois**

ENGINEERS AT HOME ADDRESSES. Over 135,000. Select by types. Lowest rates. **DECISION/INC. 2617 Colerain Ave., Cincinnati 14, Ohio, 681-6800.**

SELL FOR PENNIES

Farm families—over a million of them—use our local classified pages as shopping centers. Details on low rates, high return, from Classified Dept., **Home State Farm Publications, Middletown, Ky.**

SPACE SALESMAN

N.Y. publisher top book wants family man, late 20's early 30's, 4 to 5 years experience who can sell effectively and creatively. Food processing experience desired. Opportunity for advancement, incentive program, company benefits. Send details to Box 144, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

PUBLISHERS'

Looking for good representation in the midwest?

Currently covering this area on a regular basis, this mature, qualified selling team can produce results for you. Newhold Inc. Publishers' representatives.

Box 159, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

TOP ACCOUNT EXEC. for West Coast

Fast-growing agency seeks heavy-weight account executive with package goods experience including food to operate West Coast Office. Must be able to initiate and supervise execution of complete advertising-merchandising programs for national advertisers including launching of new products. Please send complete details on background and abilities. Replies absolutely confidential. **Write Box 155, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.**

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

HOME FOR SALE

Owner Moving to Florida

must sell six room, partially furnished, red roman brick ranch home, nicely shrubbed, newly reduced in price for early occupancy. Three bedrooms, bath, powder room, thermopane windows, carpeting and draperies plus many desirable extras. Enclosed porch overlooking back lawn. A good neighborhood of comparable homes, close to shopping, transportation, churches, both public grade and parochial schools. Priced middle twenties plus.

John Coons, 623 Deerfield Road, Deerfield, Ill., WI 5-5100

DON HARRIS NEEDS . . .

MARKETING DIRECTOR (foods, other package goods), major office of major agency, major clients. Agency experience not required. Sales experience close to a "must". Will develop marketing strategy, promotions, write marketing plans, propose deals, pricing, couponing, etc. . . . the works. AIRMAIL non-skimpy resume, recent snapshot. Generous supplementary benefits plus $20M

TOP-GRADE INDUSTRIAL A.E. for high-standards agency serving mostly consumer goods. Broad experience, marketing grasp; mature, effective personality; good administrator. Generous profit-sharing, retirement .... to $18M

MARKETING-MARKETING RESEARCH. Agency. More industrial than consumer, but both .... $13-$14M

COPY-CONTACT. Varied farm-market experience .... $12-$14M

FOOD A.E. Young. Might be now brand manager in big food company ... $12-$13M

SALES PROMOTION, all types. Food experience helpful. Agency $10M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

ADVERTISING PROMOTION OPPORTUNITY!

Large metropolitan newspaper is seeking the services of a seasoned promotion man to write Advertising Promotion and Sales Presentations. This man must have real creative ability and hard selling sense. He must have a record of achievement and examples of his work to prove it. He may now be Advertising Promotion Manager or Assistant Promotion Manager of a moderate sized newspaper, or senior promotion writer in the Advertising Promotion department of a large Newspaper, Magazine or Broadcast organization. He should be able to speak effectively and should possess administrative potentialities. Age preferred; 35 to 45 years. Salary commensurate with past performance and proven ability.

If you think you meet the above qualifications, this job offers a real opportunity. Write giving full details of past experience and salary expected.

Box 158, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

CREATIVE HOUSE PERSONNEL

PURELY PERSONNEL

We've been out of Ad Age for the past four weeks.

The reason was simple.

We just couldn't keep up with all the job orders and job applicants which kept our phones jangling all day and made our lobby look like a mob scene in an Italian movie.

So what happened?

Did we get the peace and quiet we wanted? Not at all! Our job orders increased by over 100%, and our applicants for November were even higher than October.

Okay, so we'll work Sundays, too. The weather's been pretty lousy in Chicago, anyway.

MUSIC MAN

A copywriter named Joe Benge, at Needham, Louis & Brorby, in Chicago, wonders if we'd mention here that he has a Hawaiian electric guitar with amplifier. It's worth $250—but he'll sell it for $50.

Joe has us all wrong.

We're looking for copywriters who make music—but not necessarily on a guitar.

So, if you write copy that sings, you'll find these jobs are pretty okay in the do-re-mi Dept.

Creative Director	$40,000
Copy Chief	25,000
Group Chief	25,000
Industrial	20,000
Cosmetics (girl)	20,000
Farm	18,000
Institutions	16,000
Electronics	OPEN
Food (girl)	15,000
Consumer (girl)	15,000
Consumer	15,000
Machinery	12,000
Building Products	12,000
Automotive	12,000
Collateral	12,000
Sportswear	12,000
P. O. P. (foods)	12,000
Package Goods	12,000
Industrial	12,000
Consumer	10,000
Air Conditioning	10,000
Building Materials	10,000
Plumbing	9,000
Consumer/Industrial	9,000
Tires	8,500

THE A.E.'s HAVE IT!

An account executive we know had a brook running through his property, which he decided to have enlarged.

He called in a couple of men in the contracting business to handle the job. They were brothers, and their name was Suit.

He now boasts that he's the only Ad Man in the business with a Suit Brother's Brook.

If you're an account executive, we can get you a Suit Brother's Brook, or vice versa, with any of these jobs:

Package Goods	$35,000
Food	20,000
Appliance	18,000
Dog Foods	18,000
Food	15,000
Medical	12,000
Copy/Contact (Paints)	15,000
Copy/Contact (Paper)	13,000
Copy/Contact (Industrial)	9,000
Copy/Contact (Industrial)	6,500
Beverages	6,500

NOTE FOR ART LOVERS

We see by the papers that the Parke Bernet Galleries in New York recently auctioned a Rembrandt for $2,300,000.

That tops Creative House!

Maybe there are a few miserable peasants among our readers today who are willing to draw at these low, low prices:

Home Furnishings A. D.	$25,000
Foods A. D.	20,000
Package Designer	15,000
Studio A. D.	15,000
Artist/Writer	15,000
Studio Illustrator	OPEN
Studio Designer	OPEN
Studio A. D.	12,000
Industrial/Consumer	10,000
Layout/Production	10,000
Industrial A. D.	8,500
Keyline (agency)	8,000
Keyline (studio)	8,000
Dept. Ass't.	5,500

ARE YOU IN OUR FILES?

It takes only a postcard to get our application blanks. What's more, because we guarantee our applicants for six months, the companies usually pay our fee.

IS THIS FOR REAL?

We know a very inventive young fellow who has perfected an amazing liquid which will dissolve any known substance on earth.

He has a real problem, though. He can't create a container for it.

Sometimes we feel just as frustrated in trying to match men with jobs.

We feel even more frustrated when people ask: "Are your jobs for real?"

Dear friends & gentle people, we are not running a Hobby Shop. What's more, the laws in the State of Illinois do not permit us to advertise jobs we do not have. If we ever did, our good friends at National Bakers would have to bake us little loaves with hacksaws in them.

So, if you qualify, come a-running for these:

Advertising Managers

Mail Order (Clothing)	$15,000
Automotive	12,500
Radio	10,500
Meat	9,500
Pharmaceutical	9,000
Hardware	9,000
Cosmetics (girl)	8,000
Copy/Layout (girl)	6,500
Surgical	6,000
Banks (girl)	5,000

Public Relations

Trucks	$12,000
Photofilm	12,000
Charity (girl)	12,000
Schools	10,000
Sports Club	7,000

Research/Marketing

Advertising Research	$15,000
Marketing Director	15,000
Merchandising Field Mgr.	12,000
Food Market Research	12,000
Senior Research Analyst	9,000

Television

Copy Supervisor	$25,000
Group Supervisor (girl)	20,000
Radio/TV Writer	15,000
Producer	15,000
Producer	10,000
Writer/Director	9,500
Live TV Writer	9,000

Media/Misc.

Media Director	$20,000
Personnel Evaluator	14,000
Media Analyst	10,000
Media Director	10,000
Media Director	9,000
Assistant Media Director	8,000
Traffic/Production (girl)	8,000

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER

41 E. OAK CHICAGO 11 DE 7-0001

British JWT Fuses Copy, Art, TV Into One Creative Group

LONDON, Nov. 21—J. Walter Thompson Ltd. has made a significant change in its operational structure.

The management has decided to fuse the skills of the art, copy, and television groups of JWT's oldest and largest international operation into a single creative department.

It is understood that the JWT management held the view that over the next ten years, advertising ideas will have to be made more coherent and competitive.

This development will impose on the agency's creative staff a need for great versatility of talent and for the development of team skills of invention and expression, they said.

To meet this challenge the agency aims to speed and simplify the exchange of ideas among art directors, writers and film and television producers.

■ Another factor bearing on these changes is the decision of Norman Bassett, one of JWT's top creative men, to retire at the end of this year after 30 years with JWT.

Mr. Bassett, a director of JWT, began his advertising career as an articled apprentice with Osborne-Peacock in Manchester. With JWT he became head of the copy department in 1954 and later one of the first associate directors of the company. He became a full director in 1957.

■ Meanwhile the company announced the appointment of three new directors: Harold George, Dermot Wilson, and James Archibold.

Mr. George, 48, has been with JWT for 27 years and gained extensive experience in JWT's offices in continental Europe. He was appointed an associate director in 1958 and became head of the art department last year.

Mr. Wilson, 37, has been with JWT for 14 years. He served six months in the New York office, became a copy group head in 1952, and was appointed an associate director in 1959.

Mr. Archibold, 41, joined JWT from the Rank organization, one of Britain's leading movie groups, four years ago. He was appointed head of the JWT film and television department in 1958 and an associate director in 1959.

■ While these behind-the-scene changes have been going on, JWT has also been active on the new business front. The agency revealed last week the acquisition of six new important national advertisers to their client roster.

The accounts, in widely differing fields, are:

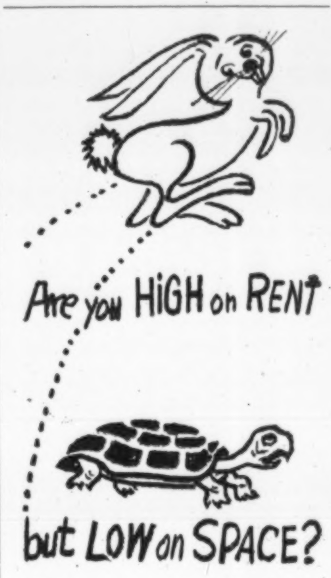
- District Bank Ltd., seventh of the large clearing banks, with head offices in Manchester and strongly represented in northwestern Britain. It has opened many new branches in other parts of the country recently, a trend which the agency said will continue.
- Cutex cosmetics, marketed by Northam Warren Ltd. JWT previously handled this account from 1924 to 1934. It will take over again starting Jan. 1.
- Odo-Ro-No, one of Britain's biggest advertisers in the deodorant market, also manufactured by Northam Warren Ltd.
- S. C. Ingram (hearing aids) Ltd., one of Britain's leading hearing aid consultants and pioneers in hearing aid advertising.
- Johnson's Wax International, for a European institutional campaign.
- Triumph Foundation International Ltd. This account will be handled from January, 1962, as part of the consolidation of Triumph agencies. JWT also handles Triumph accounts in Germany and France. #

Rose-X Sets Biggest Push

Rose-X Chemical Co., Brooklyn, has scheduled its biggest advertising campaign to date, with 51 news broadcasts, special features and personality programs booked on New York radio stations, WINS and WABC. The commercials concentrate on Rose-X Fluffy Rinse, but will also play up Sudsy Pine ammonia, bleach and starch. The radio campaign is supported by 1,800-line and 1,000-line ads in 17 metropolitan newspapers. Chalek & Dreyer, New York, is the agency. In-store merchandising is being conducted by Super Marketing Corp.

Burnham Names Carpenter

Burnham Corp., Irvington, N. J., has named Carpenter, Matthews & Stewart, Newark and New York, to handle advertising for its Lord & Burnham division. In 1962, ads will run in *Better Homes & Gardens, House Beautiful, Suburbia Today,* five garden hobbyist magazines and seven homeowner annuals, promoting the company's greenhouses. Advertising for Swim-Mor swimming pool enclosures will be scheduled later. The account bills about $100,000. Harvey B. Nelson Co., East Caldwell, N. J., was the former agency.


Are you HIGH on RENT
but LOW on SPACE?

HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.

35 EAST WACKER AT WABASH

McCORMICK BEATTY COMPANY... HA 7-6560

SPACE SALESMAN

55 year old trade publication wants junior man in Chicago territory. Newspaper and/or hard lines sales and merchandising background preferred. Send full details about yourself, salary range and small photograph to **Box 161, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Explore

the school market in your search for new sales. It's big ($26.5 billion this year), growing (adding 69,000 new classrooms every year), and recession-proof (enrollment will climb 20% by 1980). What a field for exploring!

Starting in January, you can make your school market explorations at low cost. One publication—SCHOOL PRODUCT NEWS — will carry your sales message to 75,000 prime buying influences in all types of schools every month. Public, private and sectarian schools, colleges and universities, schools run by industry — the *total* school market — will look to SCHOOL PRODUCT NEWS for just one thing: facts to help them specify and buy products and services to build, equip and maintain schools of all kinds. *You can sell schools best in this magazine that helps them buy.*

The premiere issue of SCHOOL PRODUCT NEWS closes December first. May we rush a complete media file to you? Wire or call

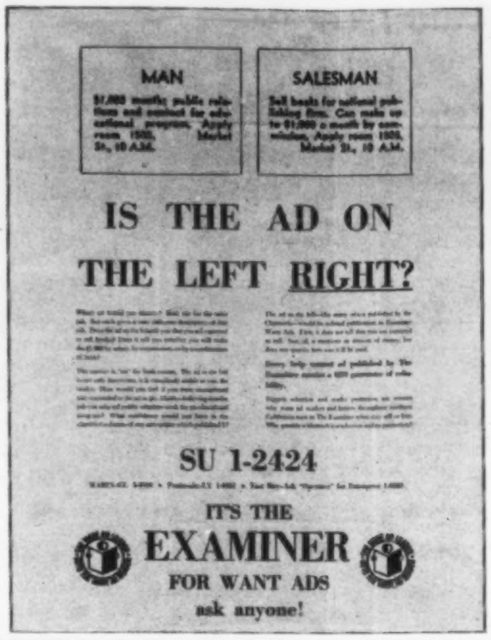
School Product News
IPC an Industrial Publishing Corporation magazine
812 HURON ROAD · CLEVELAND 15, OHIO · SU 1-9620
OFFICES: NEW YORK · CHICAGO · LOS ANGELES · LONDON

Pease Named Marketing Head of North American Van Lines

North American Van Lines, Fort Wayne, has established a new marketing division and has named C. D. Pease as director of marketing. Jack Schang has been named manager—research and programs; Tunis Bond, manager—agency relations; and R. K. Smith, manager—quality control and customer service. The new division will encompass the areas of advertising, sales promotion, marketing research, agency relations, customer service and quality control.

Pear Promotion Launched

The Oregon-Washington-California Pear Bureau, Portland, has launched a three-week campaign to promote Anjou, Bosc and Comice winter pears. The campaign will use radio and newspaper advertising in 32 markets. Promotion theme is "It's pear eatin' time . . . a sweet treat . . . that's fun to eat." Pacific National Advertising Agency is handling the account.



MAN

SALESMAN

IS THE AD ON THE LEFT RIGHT?

SU 1-2424

IT'S THE EXAMINER FOR WANT ADS

ask anyone!

COMPARISON—*The San Francisco Examiner ran this full page to show the public how a help-wanted ad can be misleading. Both ads are for the same job but the one on the left gives a misleading job description. The Examiner explains this is the kind it rejects.*

ANPA Lists Public Services

American Newspaper Publishers Assn. has published an 80-page book, in conjunction with its 75th anniversary, which lists more than 250 community and public services performed by 150 U.S. and Canadian daily newspapers whose circulations are betweeen 4,000 and 1,000,000. The book describes newspapers' activities in fields of public welfare, youth programs, education, recreation, fund raising and service to voters. ANPA plans to distribute the book to organizations, institutions of learning, business executives and to members of Congress and state legislators. It is available free to ANPA member newspapers.

Nemarow Adds Two Accounts

Nemarow Advertising, Vineland, N. J., has been appointed to handle advertising for Standard Bleachery & Printing Co., Carlton Hill, N. J., and New York. Nemarow also has been named to handle the account of Frinton Laboratories, Vineland, producer of chemicals for research.

McGovern Joins 'Asia'

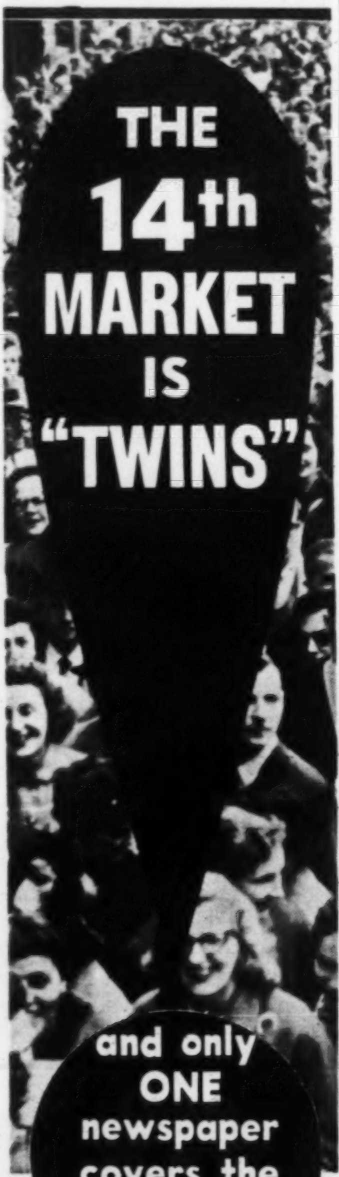
John McGovern, formerly with the sales staff of *Life*, has joined *Asia*, a weekly magazine which bowed Oct. 1, as midwestern advertising manager, a new post. He will be headquartered in the United of America Bldg., Chicago.

Johnson to 'Power Transmission'

Orlan Johnson has been named business manager of *Power Transmission Design*, Cleveland. He formerly was president of Gifford-Wood Co., manufacturer of material handling systems and chemical processing equipment.

Mau Joins Gould, Brown

Richard R. Mau has joined Gould, Brown & Hickett, Minneapolis, as an account executive. Mr. Mau formerly was an account executive and member of the board of directors of Doe-Anderson Advertising, Louisville.



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York - Chicago Detroit
San Francisco - Los Angeles
St. Paul - Minneapolis

Admen's Empathy Used Mainly on Clients: Leonard

CHICAGO, Nov. 21—Advertising people use empathy abundantly, but only to sell themselves to a client, rather than to sell goods to consumers, Dietz Leonhard, marketing research director of George Fry & Associates, told the Loyola University Marketing Club here last week.

"Empathy," he said, "is the ability to place yourself in the other fellow's shoes. It is as fundamental to advertising success as it is to sales success. Unfortunately, it is abundantly used only when professional advertising people size up the wishes of the client in order to sell themselves and their shop.

"Advertising that pleases the advertiser's ego since it praises his creation may have no effect on consumers unless, in copy and illustration, it is convincing in the user's own image.

■ "In this respect, today's advertising constitutes an enormous economic waste."

Much advertising fails to accomplish its objective because advertisers "accept at face value people's obvious reasons for doing things," Mr. Leonhard said. "Underlying motives which go much deeper have to be dug up in order to help us communicate better." #

WITH MEDIA SELECTION
'ECOMING INCREASINGLY MORE COMPLICATED
YOUR NO. 1 BUY IS STILL
KEWB

If anything, the choice is getting *easier* in San Francisco. Now, KEWB and the other top radio station in town own 96.3% as much audience as the next four stations, combined!*

*C. E. HOOPER, SEP-OCT 61
METRO AREA, TOTAL RATED PERIODS

national representatives: The Katz Agency, Inc.

CROWELL-COLLIER
BROADCASTING
CORPORATION

A SOUND CITIZEN OF THE BAY AREA

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Age	44, 56
Advertising Checking Bureau	76
Advertising & Sales Promotion	113
Allentown Call-Chronicle	105
Allied Associates	118
Allison Waugh	78
American Broadcasting Co.	64-65
American Telephone & Telegraph	62
Asia	70
Aviation Week	80-81
R. H. Bacon	60
Baltimore Sun	9
Walter E. Barber	51
Business Week	35
Catholic Digest	108
Cedar Rapids Gazette	40
Century Electrotype Co.	48
Chain Store Age	73
Chicago Sun-Times and Daily News	20-21
Chicago Tribune	39
Chilton	30-32, 47
Cincinnati Post and Times Star	108
Cleveland Plain Dealer	46
College and University Business	76
Consolidated Water Power & Paper Co.	26
Construction Equipment	51
Des Moines Register and Tribune	33
Diners Club	97-98
Ebony	22
El Paso Times and Herald Post	28
Electronics	77
Employers Reinsurance Corp.	34
Evansville Newspapers	84
Factory	14-15
Fairchild Publications	41
Family Circle	90
Family Weekly	58-59
Farm Journal	49-50
Food & Drug Packaging	113
Fort Worth Star-Telegram	6
Good Housekeeping	93
Greensboro News-Record	4
Hammond Times	85
Holiday	52-55
Home Edited Gravure Magazines	68-69
House & Garden	13
Houston Post	29
Institute of Radio Engineers	22
Ivanhoe by the Sea	84
KEWB	116
Kleen Stik Products	44
KLZ	107
KMTV	34
KSLA-TV	68
KWTV	38
Lake Shore Electrotype	107
Lettershop	26
Life	119
Look	95
Madisonia Manikins	48
McClatchy Broadcasting	111
McClatchy Newspapers	67
McGraw-Hill Publishing Co.	102-103
Metalworking News	11
Modern Hospital	101
Modern Medicine	23
Modern Retailer	106
Montana Advertising Group	72
Moose	78
Mutual Broadcasting	57
New York World-Telegram	8
Newspaper Agency Corp.	78
A. C. Nielsen	40
Ojibway Press	24-25
Oregon Triangle Television	66
Orlando Sentinel-Star	72
Philadelphia Bulletin	44
Philadelphia Inquirer	17
Plant Engineering	82-83
Power	104-105
Preston's Marine Prints	69
Product Engineering	74-75
Providence Journal-Bulletin	4
Quad City Newspapers	102
Radio Corporation of America	26, 40, 66, 102, 105, 107
Redbook	89
St. Paul Dispatch-Pioneer Press	116
San Diego Union and Evening Tribune	84-85
San Francisco Chronicle	120
Sawyer's	61
Screen Process Printers	44
Skipper	100
Southern California Grocers Journal	38
Space Aeronautics	36-37
Sterlip Press	82
Storer Broadcasting Co.	45
Successful Farming	27
This Week	5
J. Walter Thompson	18-19
Time	86-87
Top European Advertising Media	34
True	42-43
UPA Pictures	66
U. S. News & World Report	106
Veteran's Broadcasting	33
Videotape Productions of New York	48
Wall Street Journal	63
WAVE-TV	104
WBKB	79
WCCO	60-61
Western Horseman	46
Wilding Picture Productions	108
WJAR-TV	28
WOC-TV	83
Woman's Day	7
Workman Research	62
WRC	118
WSBT	20
WTRF-TV	46

Pioneer Alfred W. Erickson Became 'Richest Adman Doing the Obvious'

Rembrandt Sale Proves Adage: When Eric 'Touched Dollar, It Jumped'

By John McCarthy

(John McCarthy, currently executive editor and advertising director of Catholic Digest, was for many years an account executive and vp with McCann-Erickson, where he got to know Mr. Erickson fairly intimately. Mr. McCarthy frequently writes on advertising subjects.)

In just under an hour on the evening of Nov. 15, 1961, the art collection of late adman Alfred W. Erickson and his wife, Anna, consisting of 24 paintings, was sold at the Parke-Bernet Galleries, 980 Madison Ave., New York, for a record of $4,679,250, more than doubling the world's art auction record.

John McCarthy

One painting, a Rembrandt, brought a record-breaking price of $2,300,000. Naturally, this fabulous Erickson art sale was front-page news in every paper as well as being a flash item on every tv and radio station around the world.

Besides the record-breaking $2,300,000 Rembrandt of "Aristotle Contemplating the Bust of Homer," the Erickson collection also included a Crivelli Madonna and top quality canvases by Fragonard, Perugino, Hals, Holbein, Cranach, Van Dyck, Raeburn, Romney and Gainsborough. Fragonard's "La Liseuse" sold for $875,000. Metropolitan Art Museum bought the Rembrandt, and Chester Dale bought the Fragonard for the National Gallery, Washington, D.C.

■ Alfred W. Erickson was one of the advertising agency pioneers who helped give Madison Ave. its international reputation today as an advertising center. He founded his Erickson Co. in 1902 and merged with H. K. McCann in 1930 to form McCann-Erickson. Under the able leadership of Marion Harper Jr., president and chairman, the organization, now known as Interpublic, has the largest domestic billings of any American agency and has offices around the world.

Alfred W. Erickson

A. W. Erickson died at 60 in 1936, leaving an estate of $8,000,000. At one time in the early '20s, Mr. Erickson ("Eric" as he was affectionately known by almost everyone who ever had contact with him) was worth some $48,000,000. Contrast the greater value of the 1920's dollar with today's. It is safe to claim that Erickson made more money than any advertising man in the history of the business.

■ With the passing of the big one-man ownership advertising agency, the high cost of current agency operations and low profits, plus today's high taxes, it is not likely that any present or future advertising agent will amass the $48,000,000 Erickson did, or the $45,000,000 which John Gunther, biographer of Albert D. Lasker, reported the owner of Lord & Thomas took out of the industry.

The late Lou Wasey, with his drug business, and James Mathes, with his holdings in Canada Dry, were other advertising agents who made fortunes through their clients. However, Mr. Erickson with his $48,000,000 fortune topped Lasker, Wasey, Mathes and other big money makers in the days of the one-man-owned agencies.

In fact, when Mr. Erickson was in his prime, just before World War I and in the early 1920s, he had the reputation that "when Eric touched a dollar, it jumped."

■ Basically and always the advertising agency executive, Alfred W. Erickson not only amassed a fortune with his own tight shop of an agency, the old Erickson Co., but was a pioneer in the launching and advising in the operation of such famous products as Congoleum-Nairn, Bon Ami, Valspar Varnish, Newskin, Ansco Cameras, Dictaphone, Technicolor and a host of other products which became household names in America. Most of them still enjoy popular acceptance.

Mr. Erickson was not simply the advertising agent for these famous products, nor was he merely a stockholder. In some, he sat on the board of directors, and in the case of Congoleum-Nairn, he was chairman of the board for years. He was closely associated with Dr. Kalmus of Technicolor, Senator Hawks of Congoleum, the Valentine family of Valspar, William Hamlin Childs and Eversley Childs of Bon Ami. Mr. Erickson played an active part in their sales strategies and in the management of their companies.

■ As far as advertising went with these companies, Eric's word was law. As a result, the Erickson Co. was never henpecked by clients.

As a matter of fact, Mr. Erickson's reputation for picking and developing brands was such that during the early 1920s, he and his agency were bombarded by people who wanted them to finance their companies and handle their advertising. Though a polite and courteous man, Eric was rarely interested in any account in which he had to put money. It was a cardinal rule of his not to spread himself thin and he would not put money into any business unless he personally had a place on the board and a say in the management.

■ While rendering solid business advice to his various business clients, such as Technicolor, Congoleum-Nairn, Bon Ami, Valspar, etc., Mr. Erickson took a very active interest in the advertising industry and helped pioneer the American Assn. of Advertising Agencies, the Audit Bureau of Circulations and standardization of agency commissions. In fact, Mr. Erickson was known as "the father of the 15% and 2%." From the day he started business, he always demanded, and got, his full 15% commissions. Around the turn of the century, full commissions for agencies were rare.

Mr. Erickson was also a prime mover in getting James Webb Young, then at the University of Chicago, to make the study back in the early 1930s which defended the 15% and 2% commission. Also, Mr. Erickson endowed graduate study courses in advertising at the Harvard Graduate School of Business Administration.

■ Mr. Erickson's reputation in American advertising was so great that he was the prime inspiration and prototype of *The Saturday Evening Post's* fictional series of an advertising agent called "Obvious Adams." These stories were written by the able Robert R. Updegraff, who had been associated with him in the Erickson Co.

Mr. Updegraff's *Post* stories of "Obvious Adams" portrayed Mr. Erickson as one who was very successful because he always did the obvious, whereas most other admen and business executives were always seeking devious ways to solve a problem.

Typical of this was his slogan for Bon Ami which showed a little chick and said, "Hasn't scratched yet." At that time, cleaners on the market would scratch enamelware in bathrooms, but Bon Ami didn't—and Mr. Erickson's advertising said so.

For Valspar, Mr. Erickson came through with the slogan "The varnish that won't turn white," and illustrated his point with a woman pouring boiling water on a table. In those days, most of the varnishes would turn white when you laid wet glasses or put a hot coffee cup on tables.

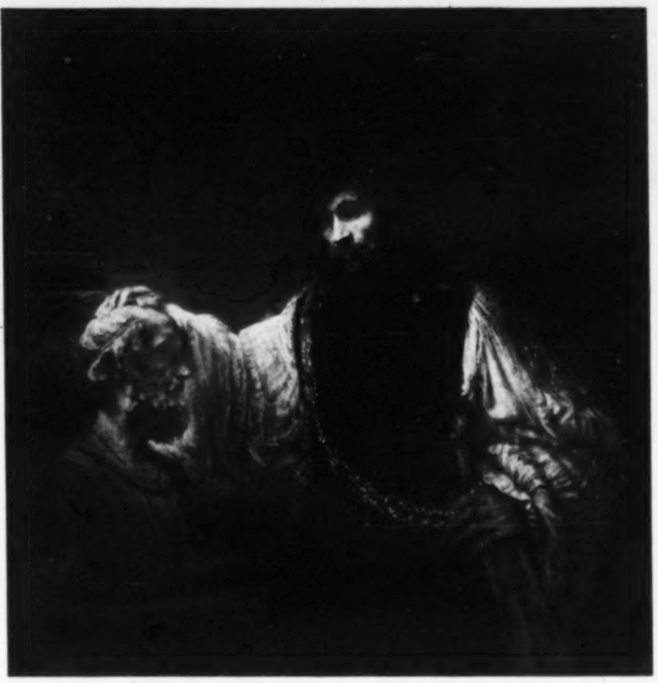
■ When Congoleum was introduced, most linoleum was in plain colors. With Congoleum, Mr. Erickson introduced a variety of colored designs and made them look as though they were almost like Persian rugs. At least, in those early ads they did. Many people couldn't afford carpeting for their floors in those days, and Congoleum was the answer. When Mr. Erickson discovered that a British competitor, Nairn, was more advanced in design and in manufacturing machinery and methods than Congoleum, he did, as usual, the obvious—merged the two companies into Congoleum-Nairn, thereby eliminating a dangerous competitor in the American market and coming in for a great share of the British and European market where Nairn was very strong.

■ After devising a simple selling slogan for his clients' products, Mr. Erickson always recommended full pages in color in a long list of magazines, spearheaded by *The Saturday Evening Post.* Eric always regarded the *Post* as his major medium. While other agencies disliked the Curtis dictum of those days that an advertiser had to take a color cycle of either 13, 26, 39 or 52 pages, he always championed it. At times, he would use newspapers to reinforce his magazine schedules, but he never understood radio or recommended it.

Short and squat in appearance, and neatly but never fashionably dressed, A. W. Erickson seemed always to be in a hurry; a fast thinker and talker, he was given to snap judgments. He liked to walk from his home in the East Thirties to his office on Fourth Ave. and later on Madison Ave. Mr. Erickson never owned a car but used Carey Cadillacs when needed. He was basically a generous man, but he never believed in throwing money away. For instance, he would never get a shine from Joe Policastro, office bootblack, when it was raining. He always wrote notes instead of telegraphing or making long distance calls. Above all, Mr. Erickson was a friendly, kindly man, not a bit ostentatious about his wealth.

■ John Ryan, proprietor of the swanky Smith & Watson antique store on E. 55th St. just off Fifth Ave. in New York, told us the other day that Mr. and Mrs. Erickson had been his customers for several decades. Smith & Watson, with its rare collection of antiques and English furniture, does an international business.

"Mr. and Mrs. Erickson," Mr. Ryan related, "came to our shop for over twenty years. I or any of my staff didn't really consider the Ericksons as customers but rather as friends. They were shrewd judges and buyers of antique furniture. Both Ericksons were kindly, lovable people and were interested in the families of each one of our staff, perhaps because they didn't have a family of their own. Eric, as he insisted I call him, was always friendly. Unlike some people we deal with, he never made his wealth manifest.



ADMAN'S ART TREASURE—*Rembrandt's "Aristotle Contemplating the Bust of Homer," part of the late Alfred W. Erickson's art collection, commanded a record $2,300,000 price, paid by the Metropolitan Museum of Art, when it was auctioned last week at the Parke-Bernet galleries.*

■ "One of the interesting things I remember is that the late Eversley Childs, who was a business crony of his, always complained to me that Eric was throwing away money buying those awful paintings."

As a former employe of Mr. Erickson's, I well agree with John Ryan. In the old Erickson Co., located at 381 Fourth Ave., Mr. Erickson was a friendly boss but brooked no nonsense. The hours were from nine to five. He had a time clock in the office and the entire shop went out to lunch at the same time. There were no private offices, only glass enclosures.

However, he left you alone in your work. He didn't check up through contact reports or phone calls to the clients. With his major clients, especially Congoleum-Nairn, Bon Ami, etc., Mr. Erickson was practically the client. When a campaign was completed, you sold Eric. If you sold Eric, the campaign was eventually sold to the client as is. It was as simple as that. This was one of the reasons why the net profits in the Erickson Co. were perhaps the highest in the agency business at that time and since.

■ Later, when Mr. Erickson merged with Mr. McCann, he never could understand why costs of doing business were high, and why there weren't always huge profits. The merged McCann-Erickson at 285 Madison Ave. was a vastly different operation than the one he had in his earlier days at 381 Fourth Ave.

Though we were all in the advertising agency business, actually we at the Erickson Co. were, in those early 1920s, also in Wall St. In fact, Mr. Erickson was perhaps the only adman who ever lived whose reputation in Wall St. was as great as on Madison Ave. He played the market and used to regale most of us with some of his killings; he always boasted of his great profits in Congoleum-Nairn stock.

In those days, you could buy stock on a 10% margin. Practically everybody in the old Erickson Co. bought Congoleum. One black Friday, Congoleum took a nosedive and all of the Ericksonites except Eric himself were wiped out.

■ A couple of days later, Mr. Erickson sent a note around the office to find out who had bought Congoleum stock. Some 58 people, including the bootblack, Joe Policastro, admitted to this. Eric sent for each of them, bawled them out individually and then gave them a check for their original investment in Congoleum. He also stopped any further playing in the market and made us all go back into the advertising business again.

However, one lad failed to heed his advice. He was J. Arthur Warner, assistant account executive on Congoleum. A great admirer of Eric's, he seemed to have picked up his second sense about Wall St. and later departed from the Erickson Co. Today, Mr. Warner heads his own Wall St. company and is a heavy stockholder in many enterprises.

Alfred W. Erickson was of Swedish descent and was born in 1876 in Farmers Mills, N.Y. He was educated in grammar schools in Brooklyn. He never went any further in school, but was self-educated. Until his death in 1936, he had a regular daily program of reading the classics, history and art criticism.

■ The first job he held was handling packing cases in a grocery warehouse. Seeing an ad in the newspaper for an office boy, he answered it, saying that he was tired of manual labor. Some weeks later, he got a postal card saying if he was still tired of manual labor, to come in and see about the job.

He got a job with a man by the name of Canness. Later, he went to work for the Cleveland Baking Powder Co., where he met Newcomb Cleveland, one of the owners. He eventually became advertising manager of this company and when Cleveland Baking Powder Co. was bought out by Royal Baking Powder Co., Mr. Erickson went to McCutcheon's Department Store as advertising manager. In 1902, he started his own agency with McCutcheon's as one of his clients.

Newcomb Cleveland, who had been a member of the baking pow-

(Continued on Page 118)

Pioneer Alfred W. Erickson Became 'Richest Adman Doing the Obvious'

(Continued from Page 117)

der family, joined Mr. Erickson in his agency and remained as his financial man all his lifetime. At first, he could only afford desk room in an office at 127 Duane St. But he worked hard and soon brought in several other small accounts, including Fiat Automobiles and Crawford Shoes. Then in 1902, he acquired his first major account, the Barrett Co.

The Barrett people had a problem. They had on hand a large surplus of coal-tar pitch and tarred felt for roofing purposes. Once he had the account, Mr. Erickson came up with a brand new concept: "Standard specification" roofing. This was widely advertised, and worked so well that, when Barrett introduced Tarvia road covering in 1908, the Erickson Co. was awarded that account too.

By 1904, the Erickson staff numbered six, all working in office space about 20 feet square. Business grew slowly. But by about 1910, the company had moved to larger quarters at 381 Fourth Ave., where the staff grew quickly to nearly 50 employes.

Mr. Erickson was never so happy as when he was promoting a new idea from the ground up. Such was Bon Ami. This product was first called to his attention by an employe of his who, during his vacation at a Maine summer resort, met the young Frenchman who developed it. Mr. Erickson saw its possibilities and immediately sought other investors. When the business was established, he owned a one-third interest. The company proved very successful.

■ On that dark day in 1929 when, as *Variety* put it, "Wall St. laid an egg," Alfred W. Erickson was very hard hit. In fact, he even sold his beloved Rembrandt, "Aristotle Contemplating the Bust of Homer," which he bought in 1928 for $750,000. He sold it back to Duveen Bros., New York dealer, for $500,000. However, he purchased it again at $590,000 in 1936. This was the painting which brought the record-breaking price of $2,300,000 at the recent auction. As anyone who is old enough to remember will recall, Wall St. was not the only place where there was a toboggan. Agency billings also went way down.

Through the years, Mr. Erickson had met Harrison McCann in various advertising industry activities. One day in 1930, Mr. Erickson called his friend and said, "Why don't you and I join forces and have a really first-class agency of first-class size? We have no competitive accounts."

■ Eric's idea seemed logical. After some further discussions, Messrs. Erickson and McCann joined forces to form the McCann-Erickson Co. In contrast to the many recent mergers along Madison, Michigan, Wilshire and other advertising avenues, the merger of H. K. McCann Co. and the Erickson Co. was an ideal one. Though it happened in the depths of the depression, few people lost their jobs as a result. Both Harry McCann and Alfred W. Erickson were two of a kindly kind. Both had the reputation of always looking after their people, and as a consequence, had employes and accounts of many years' standing.

Coming to McCann with Alfred W. Erickson were a number of excellent executives. These included Harry Dwight Smith, Herbert Thompson, Lee Briggs, Frank Townshend, George Dearnley, John Anderson, Earle Donegan, Larry Bennett, Karl Brautigan, John C. Wood, Blanche Moquin, Barrett Brady, Howard Sutherland, Julie Kleinert, Ed Wilson, Herbert Noxon and a host of others.

■ They got a warm welcome, not only from H. K. McCann himself, but from a number of other top McCannites of that time. These included Harry and Raymond Atwood, DeWitt Hill, Clarence Hoppock, Kenneth Groesbeck, Lee Firth, Ed Perrin, Harry Palmer, Chester Posey, Moore Achenbach, C. J. Masseck, William E. McKeachie, Dorothy McCann, Fred McCrea, Florence Richards, Henry Hawes, the Cochran brothers, Dan Keefe and others.

Three decades later, not many of the old Erickson Co. or the old McCann Co. are left. Nor are there many of the old big-spending Erickson accounts left at McCann, although a goodly number remained with the combined agency for years. Congoleum-Nairn, Bon Ami, Technicolor and Valspar have departed.

■ In the merged McCann-Erickson Co., Alfred W. Erickson played a very prominent part. He and Mr. McCann hit it off very nicely and became fast, close friends. Though Mr. Erickson's manners were brusque, he had a quick understanding of people and was always generous when it came to salaries. Mr. Erickson was able to smooth over many of the little upsets and personal conflicts which often come with agency mergers.

For instance, one of his executives was slightly pompous and annoyed quite a few of the McCann executives. Hearing of this, Mr. Erickson promptly went to the door of the man's office, opened it, looked at him and said, "Don't be a damned fool," and walked away. Needless to say, the executive never was a damned fool thereafter.

On the other hand, there were many evidences of Mr. Erickson's kindheartedness. For example, there was a former male opera singer whom he had hired as a reception clerk. He became too ill to work, and Mr. Erickson paid his salary for a number of years after that. Mr. Erickson always insisted upon hiring old men in the shipping rooms. He maintained that they were better for this work and, at the same time, he was doing them a great service.

■ Frequent were the stories of employes who got into financial trouble; Mr. Erickson would always bail them out. He would do all this in an unostentatious way.

Furthermore, unlike Albert Lasker, Mr. Erickson never spoke of his wealth and never used it as a lever to win a point either with a client or an employe.

Mr. Erickson, much like Harry McCann, hated to fire an employe. So, always hanging around at the merged McCann-Erickson Co. would be several executives without any accounts. These executives knew they were on their way out, but both Mr. Erickson and Mr. McCann would be a long time telling them so.

In the days when tuberculosis was raging, Mr. Erickson built a big sanitarium for TB patients in Tucson and supported it.

■ A. W. Erickson was an ardent admirer of Theodore Roosevelt and the strenuous life. He became a close personal friend of Roosevelt, with whom he often went hunting and fishing. After Roosevelt left the White House, Mr. Erickson bought an interest in the *Outlook Magazine* to assure Roosevelt a forum for his views. He supported Roosevelt for President during the Bull Moose campaign in 1912, and again in 1916 he ran advertisements in the effort to drum up sentiment that would lead to his nomination. Naturally, as T. R.'s pal, Mr. Erickson never understood the other Roosevelt, F.D.R.—or the New Deal, either.

Though A. W. Erickson was always considered a sort of rough and tumble guy, he loved his art treasures and had these all in his home. He started his collection early and he bought wisely and well. Every night before he went to bed, Mrs. Erickson once told me, he would spend a minimum of a half-hour looking at his pictures as he went through the house. He would just sit and look at them. According to his wife, contemplating the pictures seemed to quiet his nerves and give him great pleasure.

■ As we reported before, some of his hard-boiled business cronies thought this love of good paintings was an affectation with Mr. Erickson and that the pleasure it afforded him was costly. They felt that love of art was way out of character for him, as he was a hard bargainer from nine to five. Certainly it was the unanimous opinion of these cronies that he would never get his money out of those art treasures.

On Nov. 15, antique dealer John Ryan was at the Erickson auction. As the pictures sold at record-smashing prices, Mr. Ryan turned to his wife and remarked: "Even in death, old Eric was still able to touch a dollar and make it jump."

Ray Randall Names Myrbeck

C. Ray Randall Mfg., Co., North Attleboro, Mass., has named S. Gunnar Myrbeck & Co., Quincy, as its agency. Randall manufactures hermetic seals and electronic equipment.

The French upset a theory.

BOTTOMS UP—*Monsieur Henri Wines Ltd., New York, ran this unusual ad for its Piat Beaujolais Superior champagne in a full page in the Nov. 19 New York Times Magazine. Smith/Greenland is the agency.*

TRY WRC'S

V.

I.

P.

rograms

IN WASHINGTON

WRC is Washington's Number 1 listening-post Monday through Friday, from 6:00 to 7:00 P.M.* And with good reason. Just look at the expert attention and talent concentrated on that hour! ■ **NBC News on the Hour**—established leader in broadcast journalism brings the world scene into focus. **Frank Forrester**—one of the nation's foremost meteorologists reveals the whys and whens of the weather. **Bryson Rash**—"dean of Washington correspondents" rounds up the day's events in D. C. **Jim Simpson**—who has been around the world covering major sports events, highlights current doings in the world of sports. **WRC News**—Washington's established favorite gathers the important facts on "Today's Business." ■ Very Important Programming for Washington's adult listeners, the audience with the buying power.

*Pulse, July-August, 1961

WRC • 980
WASHINGTON

NBC

REPRESENTED BY NBC SPOT SALES

for Ad Agencies Who

MUST DELIVER!

YOUR
CLIENT'S NAME
HERE

Gold-Plated.
18 Kt.
Customer's
initial on
reverse
side.

Golden Car Key
Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

SELL WASHINGTON'S

V.

I.

P

eople

ON WRC!

Washington leads the nation with the highest percentage of adults who have completed 4 or more years of college. WRC leads Washington in programming for this important audience. ■ From NBC's "News On The Hour" and "Emphasis," to WRC's alert local coverage and lively music programs WRC has the entertainment and informational programming that attracts Washington's knowledgeable adults. ■ Very Important People to any advertiser who wants to educate Washington to his products.

WRC • 980
WASHINGTON

NBC

REPRESENTED BY NBC SPOT SALES

A Slice of LIFE in Chicago:

68% of the best customers of Zimmermann's, the country's largest liquor retailer, read a specific issue of LIFE. (Post, 38%. Look, 30%.)

A Slice of LIFE in New York City:

54% of people who recently stayed at one of New York's Hilton Hotels read a specific issue of LIFE. (Post, 50%. Look, 37%.)

A Slice of LIFE in St. Louis:

40% of the customers who recently bought small appliances at Stix, Baer & Fuller read a specific issue of LIFE. (Look, 29%. Post, 24%.)

A Slice of LIFE in Rockville Centre, L. I.:

60% of people who recently bought new cars from Hayes Oldsmobile read a specific issue of LIFE. (Look, 42%. Post, 29%.)

A Slice of LIFE in Baldwin, L. I.:

53% of the best customers of the Baldwin, L. I. Food Fair read a specific issue of LIFE. (McCall's, 37%. Look, 32%.)

WHAT MAGAZINES DO *Your Customers* READ?

When you're judging an advertising medium, it's important to know **how many** people it reaches.

But it's even more important to know **who** they are.

Are they just people, or are they **customers?**

In short, **do the people who buy the products you sell read the magazine you advertise in?**

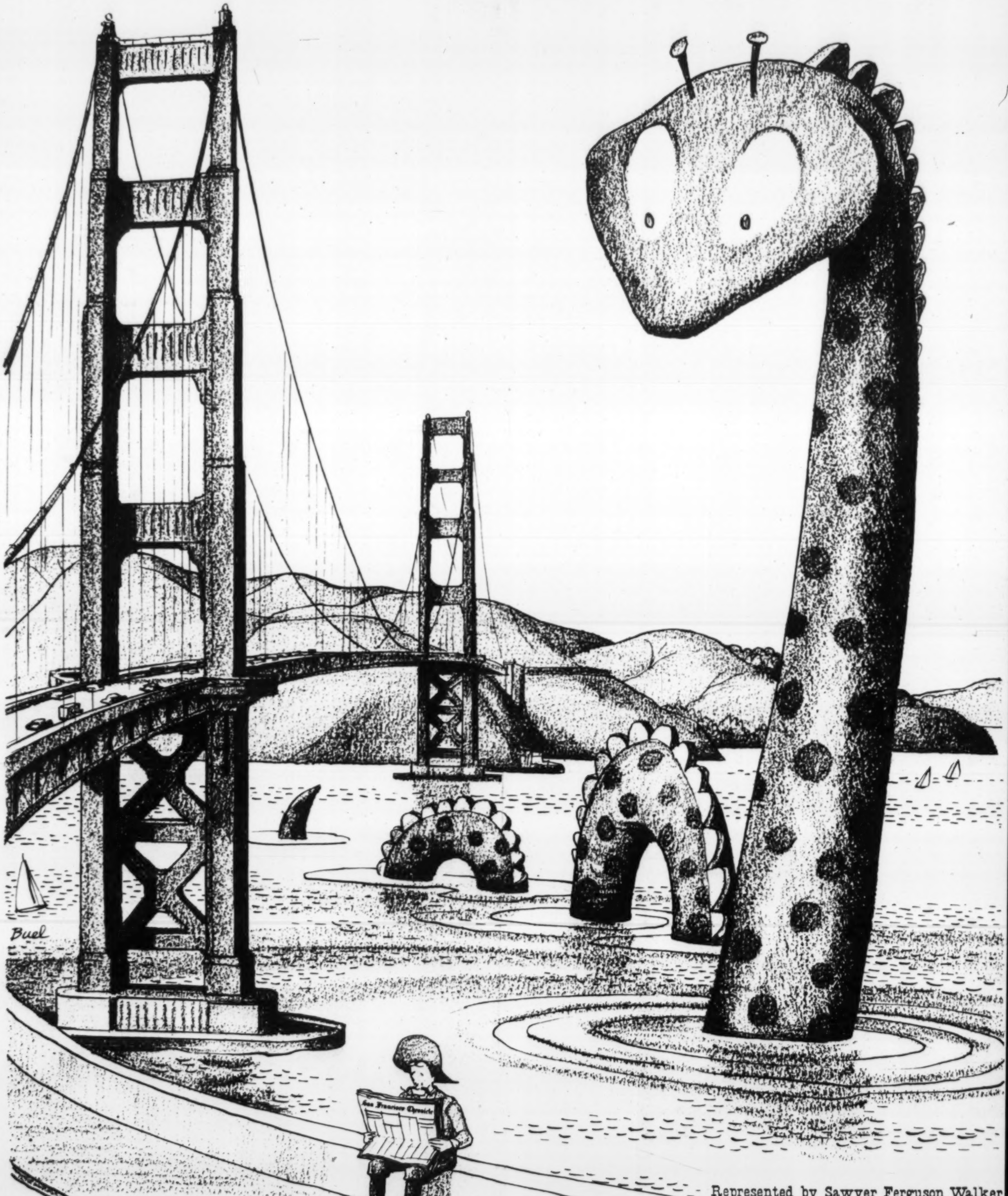
Six months ago Alfred Politz Media Studies and LIFE began a continuing study to help you answer this important question. From sales slips and charge account lists supplied by retailers, they got the names of actual customers of stores all across the country. Then they asked these **known** customers whether they'd read **specific** issues of **specific** magazines.

In the studies completed so far, at least 65% of the customers interviewed had read **at least one** of the magazines shown them. **And in almost every case, the magazine most widely read was LIFE.**

Ask your LIFE salesman to show you more of this continuing Slice of LIFE study.

LIFE

THE CHRONICLE MEANS THE WEST


Buel
San Francisco Chronicle

Represented by Sawyer Ferguson Walker